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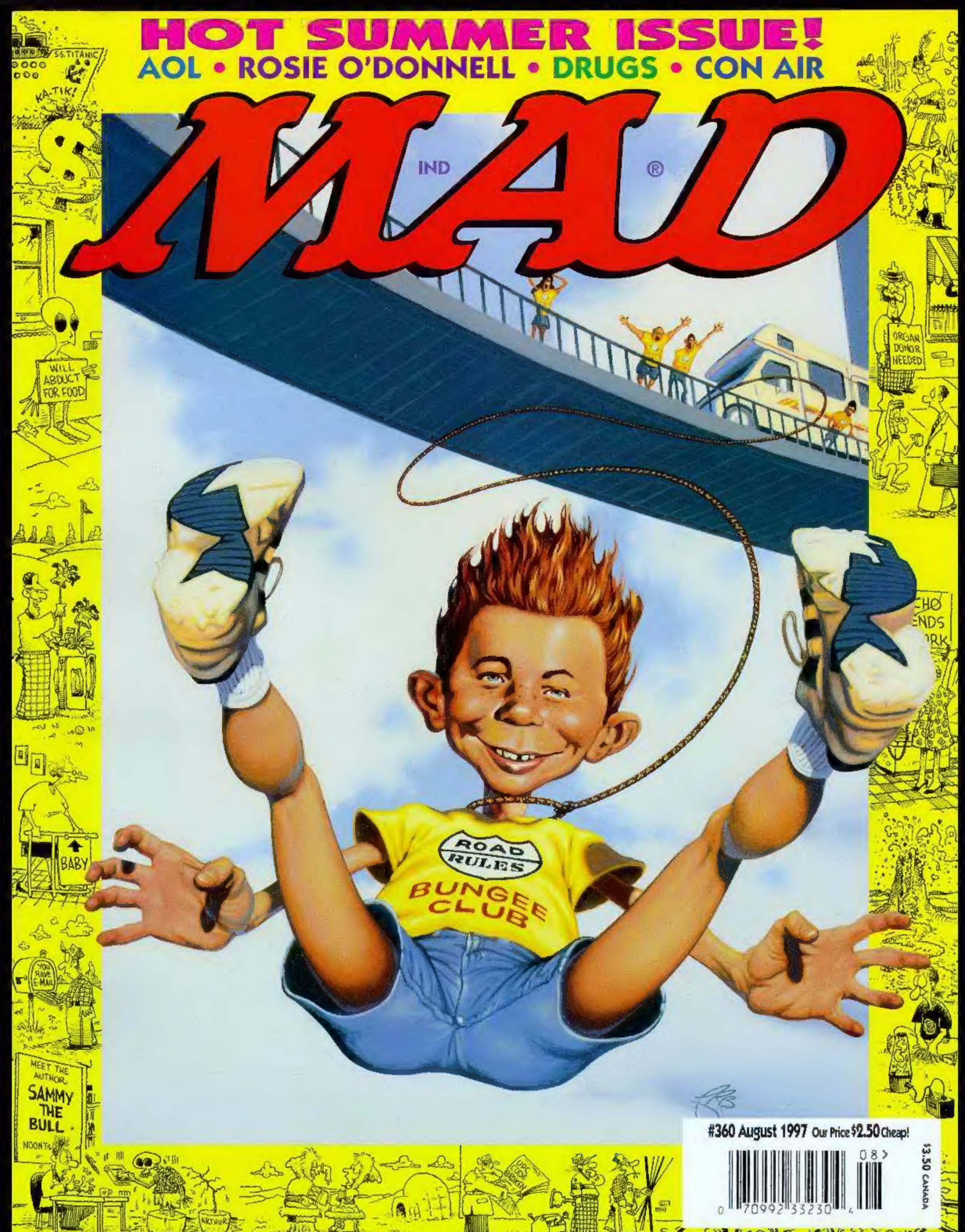

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MAD

AUGUST 1997 **NUMBER 360**

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— Alfred E. Neuman

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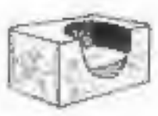

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MAD #361 ON SALE AUGUST 19!

A TRIBE CALLED JEST

In "MAD Weighs the Pros and Cons" (Issue #355), you picture the Statue of Liberty kicking immigrants away. One of them is a Native American. As a Native American of the Pima tribe I've got to say I don't appreciate it since we were here first and you honkies took our land.

Gloria Munguia
Scottsdale, AZ

Gloria — Insensitive to Native Americans? Nothing could be further from the truth! We are die-hard Native Americanophiles! In fact, our favorite teams are the Atlanta Braves, the Cleveland Indians, the Washington Redskins and the Chicago Blackhawks! See ya in the tepee! — Ed.

OUR CREATURE PRESENTATION

I can't believe that you made fun of PETA ("PETArd's Animal Rights Newsletter", MAD #356) As you know, PETA stands for People for the Ethical Treatment of Animals. I guess no one at your crappy magazine is sensitive to animal rights.

Marlene Hayes
New York, NY

Mars — Insensitive to animals? Nothing could be further from the truth! We are die-hard animalophiles! In fact, our favorite teams are the Philadelphia Eagles, the Detroit Tigers, the Miami Dolphins and the Chicago Blackhawks! See ya at the old steakhouse! — Ed.

EDITOR'S NOTE

In issue #357 we incorrectly credited the writer of Spy Vs. Spy. The credit should have read Bill Janocha. Fa!

UMLAUT TO LEARN

A comment on the letter from Crystal D. Smith in MAD #355: It might surprise her (and a lot of German teachers) to know that the German letter "e" *can* umlaut.

J. Engelhardt
Braunschweig, Germany

Herr J — Umlaut thë E? What arë you — a dummkopf? It sounds likë you'vë bëën sitting around thë haus doing Jagërmëistër shots mit Monkëy Juicë chasërs! Sëë ya! — Ëd.

MAD CELEBRITY SNAPS

Dave Gallo of Rehobeth, MA scores double bonus points for his Kodak moment with stage and screen star Whoopi Goldberg (notice she's on the cover)! Send us a picture of yourself and a well-known celebrity holding an issue of MAD and if we print it, you could win a three-year subscription just like Big Dave did! Whoopee!

MAD MUMBLINGS @aol.com

Beanie Babies scare me. — Playarcr...This tight leather is chafing my legs. — BMio13...I'm afraid that if I don't get out of the shower soon, I'll eat my arm off! — GershonA...Cows give me the creeps. — Wiseguy@e-z.net...You know the road signs that say dip? It is me they're talking about! — MMudr75388...I like to eat cherry cheesecake at exactly 3:28:23 a.m. — Mrnomad11...Does the goldfish have a toilet in that little castle of his? — InfernoJL1...I buy every issue, I don't spend my money wisely I guess. — Boba233371

HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 360, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

WINNER WONDERLAND

In issue #350 our free CD-Rom announced a contest inviting readers to become honorary members of "The Usual Gang of Idiots" by filling in the word balloon of the accompanying cartoon with their funniest one-liner. We are happy to announce the results:

The grand prize winner of the original artwork by MAD artist John Caldwell is Tony Pechota of Midlothian, IL! His winning entry is:

We also have 10 runners-up who will receive a one-year subscription to MAD:

"Here we go again, he's pretending to be AquaBob, the God of Water Dispensers."
— Vernon Broome, Albany GA

"Wow! This guy sure goes to a lot of trouble to duck staff meetings!"
— Barry Evans, Baytown, TX

"You think that's scary? You should be sitting when he pops out of the toilet!"
— Donna Reifer, Newfoundland, PA

"Someone needs a vacation!"
— Ken Collins, Littlestown, PA

"At least his office has a window!"
— Ken Downing, Logan, UT

"My restraining order just isn't working!"
— Kevin Ogden, Hartville, MD

"Now there's a plumber who really earns his pay!"
— Eric McGrath, Endwell, NY

"You're right! Prozac isn't helping!"
— Sean Crews, Oceanside, CA

"What if I said meet me at the pencil sharpener?"
— Jim Barclay, Manchester, NH

"He is the fourth one this week!"
— Steven Newkirk, Mesa, AZ

50 third prize winners each received an Alfred E. Neuman cloisonne pin!

Congratulations to all our winners!

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AND RINGO WAS HIS NAME-O

I'm sooo mad at you! In issue #355's "Even still More Badly Needed Warning Labels for Rock Albums" you said the Beatles' *Anthology* had songs that even Ringo didn't think were good enough! Well, for your info, the songs on the Anthology are the same songs that were released on the LP, just in-studio versions of them. I have been a Beatles fan since I was eight (for six years now) and I feel very hurt whenever people criticize the best band in the world.

Ashley Nimmo
Cordova, MD

Nimrod —We meant no disrespect to the Fab Four. In fact, as a public service for Beatles fans everywhere we are pleased to publish the locations for Ringo's 1997 tour:

Hecky's Theatre-in-the-Round — Chinstrap, FL
Metropolitan Donkey Racetrack — Mount Muck, CO
Deer Tick Auditorium — Wamelsdorf, TX
George Bush Gardens — New Polyp, NV
Cardboard Civic Center — Infection, WY
Lunger Field — Cuppenluck, NE
Tom & Linda's Moveable Stadium — Neckband, ND
The Cockfight Arena — Gob Lake, GA
Carnegie Hall — New York, NY
Max Korn Rink — Potrzebie, NC
Uninspected Amusement Park — Upchuck, MO
The Castro Dome — El Gordito, Cuba
Ticket Scalper's Arts Center — Mulehead, VT

See you in the mosh pit! — Ed.

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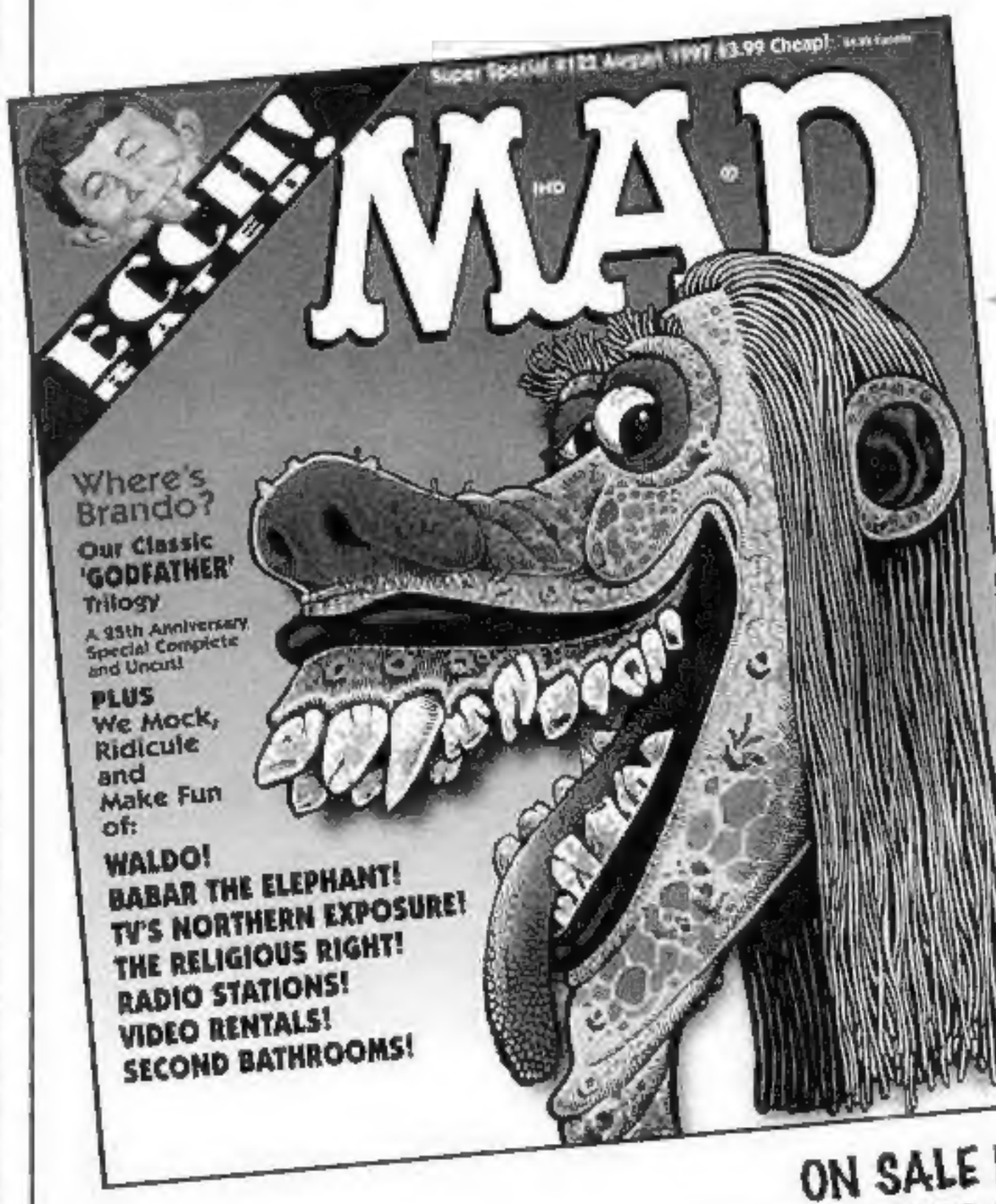
READ WHAT NO ONE IS TALKING ABOUT!



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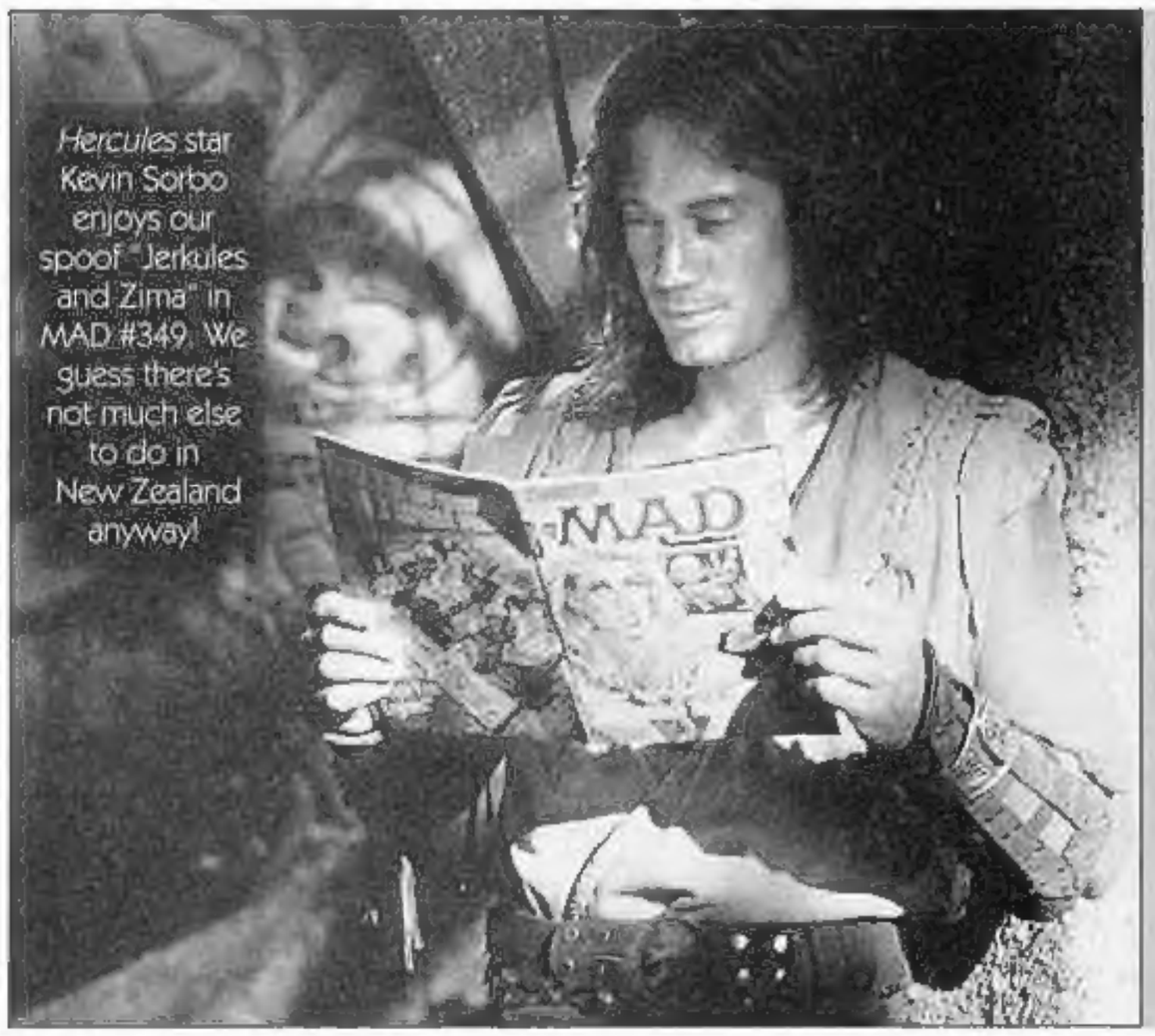


Hercules star Kevin Sorbo enjoys our spoof "Jerkules and Zima" in MAD #349. We guess there's not much else to do in New Zealand anyway!

SORBO THE GREEK

I finally have arrived! I want to thank the talented staff of MAD for ripping away at the "Herk" show. I laughed till I cried, then I laughed some more.

When I started playing the role of Hercules three years ago, I told my co-star Michael Hurst that if we ever have MAD go after us it will be safe to say that we are a hit! This was a dream come true for me!

Congrats to MAD for the classy tradition and thanks again from an old fan.

Kevin Sorbo
Auckland, New Zealand

HEAVING ON A JET PLANE DEPT.

Have you ever been in solitary confinement? No? Well, you'll come pretty close to feeling what it's like when you're forced to sit through two hours of confusing prisoner hi-jinx in...

CORN AIR

ARTIST: ANGELO TORRES
WRITER: DICK DEBARTOLO

I'm **Vern the Germ!** I was on the **FBI's Most Wanted List** for **kidnapping, murder, robbery, extortion** and **sleeping over** at the **White House WITHOUT** making a major **contribution** to the **Democratic National Committee!** I'm serving **fourteen consecutive life sentences,** but I had a **crackerjack lawyer** — so I get a **weekend off** between each **lifetime!**

I'm **Dieman Dug!** I'm so **tough,** I had the **continent of Africa tattooed** on my **chest** over my **heart!** I also have a **tattoo** of the **United States!** I'll give you a **hint** where it is: When I **sit down,** my **cheeks** go from **coast to coast** — and **guess where** you'll **find Texas!** I'm **serving time** for blowing up **thirteen innocent people!** Actually, it was **TWENTY people,** but **thirteen** was all the **Feds** could **re-assemble,** so they wouldn't **give me credit** for the **other seven!** Man, are they **incompetent!**

I'm **Billy Bedspread,** a **mass murderer!** I **gunned down** 300 people attending a **Sunday Mass!** Then I made the **mistake** of **stealing** the **money** out of the **collection plate!** I think **THAT** was the **thing** that **convinced** the **jury** I'm not such a **nice person!**

I'm **Baby Oh-No!** My **entire life** has been **nothing** but **crime** and **severe drug abuse!** I've taken **so many chemicals,** the **prison** is **required** by law to **label** my **bodily waste** as "**Toxic Material**" before they ship it to **New Jersey** with other **hazardous stuff** and **bury** it near a **school!**

The JAILBIRD

BIRDBRAIN OF ALCATRAZ

BOARDIN AREA

HAIR CLUB FOR CONS

AWOL BAG

ATTICA

ALCATRA

SAN QUENTIN

ARTHUR

Mmmhmmm! I'm **Billy Bob Thornton**, but you can jus' call me "**Slingblade**"! Mmmhmmm! I'm not in **this movie**, but MAD didn't satirize **my** movie, so I reckon I gotta **settle** for this **one-time appearance**! Bye! Mmmhmm!

I'm the **Merry Mangler**! I've **hacked up** so many **people** I've been **certified** by the **USDA** as a **butcher**! I'm a **hardened criminal**, yet I was **touched** when a **little girl** gave me this **doll**! I will **cherish it** forever! Right after I **cut it** into a **million itty-bitty pieces**!

I'm **Poo**! My **uniform** says "**Separatee**" because I'm **getting out**! I **can't wait** to get home to see my **five-year-old daughter**! More than that, I **can't wait** to hear **my wife's explanation**! How could I have a **five-year-old daughter** when I've been **in here** for **ten solid years** — and **no conjugal visits**!

I'm **Vince Barkin**! I've got **short hair**, a **serious expression**, a **plain suit**, **white socks** and a **clipboard** — all the **qualifications** the government requires to be a **top-notch U.S. Marshal**!

SWITCH BLADE

SE RATEE

CHECK THROUGH LUGGAGE

These **cons** are the **worst** of the **worst** — **murderers**, **rapists**, **extortionists**, **kidnappers**, **telemarketers**! They're being **transferred** to the **Utah Feelgood Penitentiary**, a **brand-new prison** with **no doors** or **windows**! **No one** can ever **get out**! Problem is, **no one** can **get in**, either! Hopefully, they'll have that **little problem solved** by the time this **planeload** of **lowlife scum arrives there**!

THE TODAY SHOW

Open your mouth wider! I said "wider," convict!

How far down my throat are you gonna stick those fingers??

Till they touch the fingers of my other hand coming up from your butt!

My luck! The day I'm leaving, you get romantic!

Poo, you're shaking! Are you that afraid of flying?

No, I'm that afraid they'll make us eat the food! Prison food was bad enough, but airline food...yaggh!!

Look at those men in handcuffs and legirons!

Man, Coach Class gets worse and worse!

And I thought the regular airlines treated people badly!

Agent Sums, we're putting you aboard this plane disguised as one of the felons! Do you think you'll be able to fit in?

Yessir! I'll keep the chat about opera and ballet to a minimum, and I'll draw the cons out by asking them about their favorite prison recipes! Now, do you have any advice for me, sir?

Yeah, leave a will!

If Poo is being released, why are they putting him on that plane?

They're giving him a ride to Utah!

Why not send him by bus, instead of putting him back in with all those lifers?

Because he needs the frequent flyer miles!

Okay, boys, we're taking over this here plane!

Wait a second! You're not a stewardess!

She's NOT? Does that mean our date is off for tonight?

What?!? You too? She said she was going to go out with ME tonight!

Thugs have taken over the Corn Air plane!

Don't worry! We have Agent Sums on that plane posing as a prisoner!

You HAD Agent Sums posing as a prisoner! He's dead!

Damn! I guess asking the cons about their favorite prison recipes didn't fool them!

I wouldn't say that! We've got him in a microwave on high right now! It's my favorite recipe for cooking a "pig"!

Think you can land this thing?

I can put it down on a dime!

What about at an airport?

Sure! Just so long as you can get someone to drop a dime on the runway!

Poo. I've read your file! You're no killer! When you defended your wife from some thugs at a bar you wound up being charged with manslaughter! And even though your lawyer was worse than Chris Darden, you stuck with him! I learned a lot about you from that!

That I have a basic trust in people?

Nah! That you're really stupid! Which is why you're the one we chose to put his life in jeopardy by being our inside man back aboard that plane!

CALL THE COPS

Cocktail PEANUTS

Check it out! We looted the Duty Free Shop, Germ!

Yeah, man, we stole tons of stuff!

Well, this is a full flight, and FAA rules say each of you will be restricted to two carry-on items that can fit under your seat or in the overhead compartment! If you carry on more than two items, they will have to be checked at the gate, and you will be shot!

They're taking off again! Stop them!

Convict Air, this is the control tower! You are not cleared to take off! We have incoming traffic!

*&%$#@ you! We're going anyway!

In that case, you are cleared... for a head-on collision!

This is your stewardess speaking! Make sure your seatbelt is really tight! We're flying directly into a plot so full of hot air it can cause turbulence, so listen carefully! We are going to land in Witchhaze!, and switch to another plane owned by SanFrancisco Treat, the drug lord! He will take us to a brand new land development on an island paradise!

Then will we be free at last?!

Well, first, we'll all have to go through a slideshow and listen to the mandatory pitch to buy time-shares, but after that, we'll be as free as one can be in Mexico!

It could be worse! That island paradise could have been where they built Jurassic Park!

MAD

They **shut off** the **transponder** on the **jet!** Now we **can't see** where they **land!** I need a **plane** immediately! We're **gonna find** that **727!**

Okay! But it's **gonna cost** a **fortune!**

How come?

No **21-day advance purchase!** No **Saturday night stay!** You're gonna pay **FULL FARE!**

That's **okay,** it's the **government's money!** Besides, Poo **isn't** the **only one** who can use the **frequent flyer miles!**

We've got to **land,** we're **running low!**

The **fuel gauge** shows plenty of **fuel!**

We're not **running low** on **fuel,** we're **running low** on **plot twists!** We **need more!** We've used up all the **clichés!**

NUTS LANDING

Okay men, **open fire!** I want you to **fill** his **body** with **holes!**

But **chief,** I think that **guy** you're telling us to **blow away** is one of our **own men!**

Who cares?!? We're under **contract** to up the **death toll** in this film to ***Die Hard* levels!** Shoot that **fat bastard!**

BLAM BLAM BLAM

Here, boys, **help yourselves!** I **emptied out** the **cargo bay!** I got us **shotguns, semiautomatics, 9 mms...** I thought of **everything!**

Great! Where are the **bullets?**

Okay, so I **didn't think** of **absolutely everything!**

I AM ENTO HEATING AND MAIN

You are **bad** for the **team, Poo!**

How could I be **bad** for the **team** when I'm **not part** of the **team!?!**

Damn! Why does that **seem** to **make sense?**

This is the **Captain speaking!** Those of you **seated** on the **right** can see the **rolling hills** of **Kansas!** On the **left** you can see the **Feds** in an **Apache Helicopter** about to **fire** on **us!** Make sure your **tray tables** are **closed** and your **barf bags** are **open!**

PROS

CONS

Wow! **Poo** wrote a **note** to **Agent Barkin** on **Billy Bedspread's T-shirt** and **threw him** out of the **plane!** I **can't believe** he **did that!**

I **can!** Poo's an **old-fashioned guy!** He doesn't use **e-mail,** a **fax machine, FedEx** or any of those **other high-tech ways** of **communication,** when good ol' **Air Mail** will do!

SUGGESTIONS

Corn Air, this is Barkin! What's going on up there? I want a report!

We have absolutely no idea, Barkin!

Fine! No one in the audience has any idea, either! You are cleared to continue the carnage, random violence and wanton destruction!

Barkin, we're having trouble up here! We're almost out of gas and, frankly, I'm a little worried about the guy flying this thing!

You think he can land the plane?

Dicey! He just asked me which one is the "LAND" button!

Crash it anywhere! There's so much action, lights and phony volcanoes in Vegas, no one will notice a 727 crash!

I had my honeymoon in Las Vegas! I got an Oscar for leaving Las Vegas! And now I'm landing in Las Vegas! My career is getting #@$*-ing ridiculous!

Thirty seconds ago I crash landed a jet in the street! Now I'm using Dieman Dug as a human gangplank between a speeding motorcycle and an out-of-control fire engine! I'd say this is stretching things a bit!

Talk about stretching things! They put this scene in the trailer, but it's not in the movie!

Stop complaining! Think about the poor slobs in the audience who paid nine bucks thinking they'd get to see this stunt!

FD

Poo, you helped us get Vern the Germ and most of the others, but what happened to Dieman Dug?

He's now a foundation of this community!

You convinced him to go straight?

Naw, I drove him into a bridge at 90 miles an hour! Now he's part of its foundation!

ATF
ALCOHOL TOBACCO AND FUN

This is great! After five long years we're finally reunited, honey! Now you don't have to come up with explanations about where I've been!

Now if only I could explain how I've managed to have three more kids since you've been in prison!

Hi, daddy!

No, sweetheart! From now on, kids, THAT man is your daddy!

Men, give the man a little time with his kids — before he goes back to jail!

Back to jail? For what?

Flying a 727 without a license! Stealing a motorcycle! Walking on a prisoner's back without saying "May I"! But I'll see that you get a commendation to hang on your wall! The other prisoners will be impressed to know that under emergency conditions, you were on the side of the law! I bet they'll treat you differently!

Oh, Mr. Tightbuns will be treated differently all night!

ANOTHER'S PARADISE DEPT.

MONROE &...

Once again, it's time to join your newest, bestest buddy Monroe on another

Rise and shine, Monroe! It's time to get you some new clothes at the mall!

The... MALL?!?

Let's start with some dungarees! You like those, right?

GALL

Look! A clearance on acid washed! We'll get them really long and then let the hem down as you get taller! That way, they'll last for a few years!

FINAL CLEARANC

GERALDO'S CRAZY '80'S DISCO ACID WASHED JEAN'S $14.99

THE STUFFED POTATO

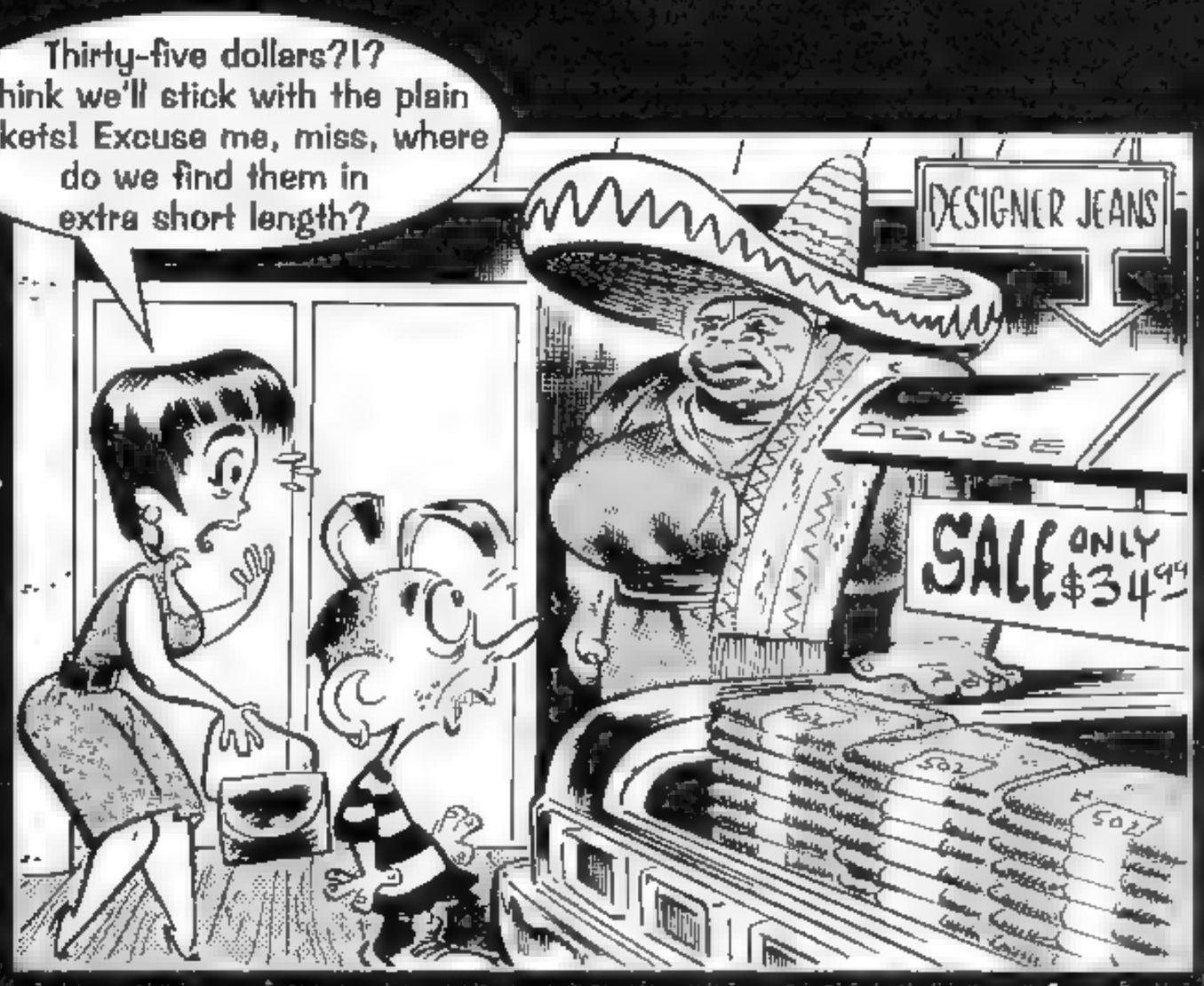
Monroe, you haven't touched your stuffed potato since we sat – Say, don't you go to school with those girls? YOO HOO! HI, GIRLS! Say hello, honey!

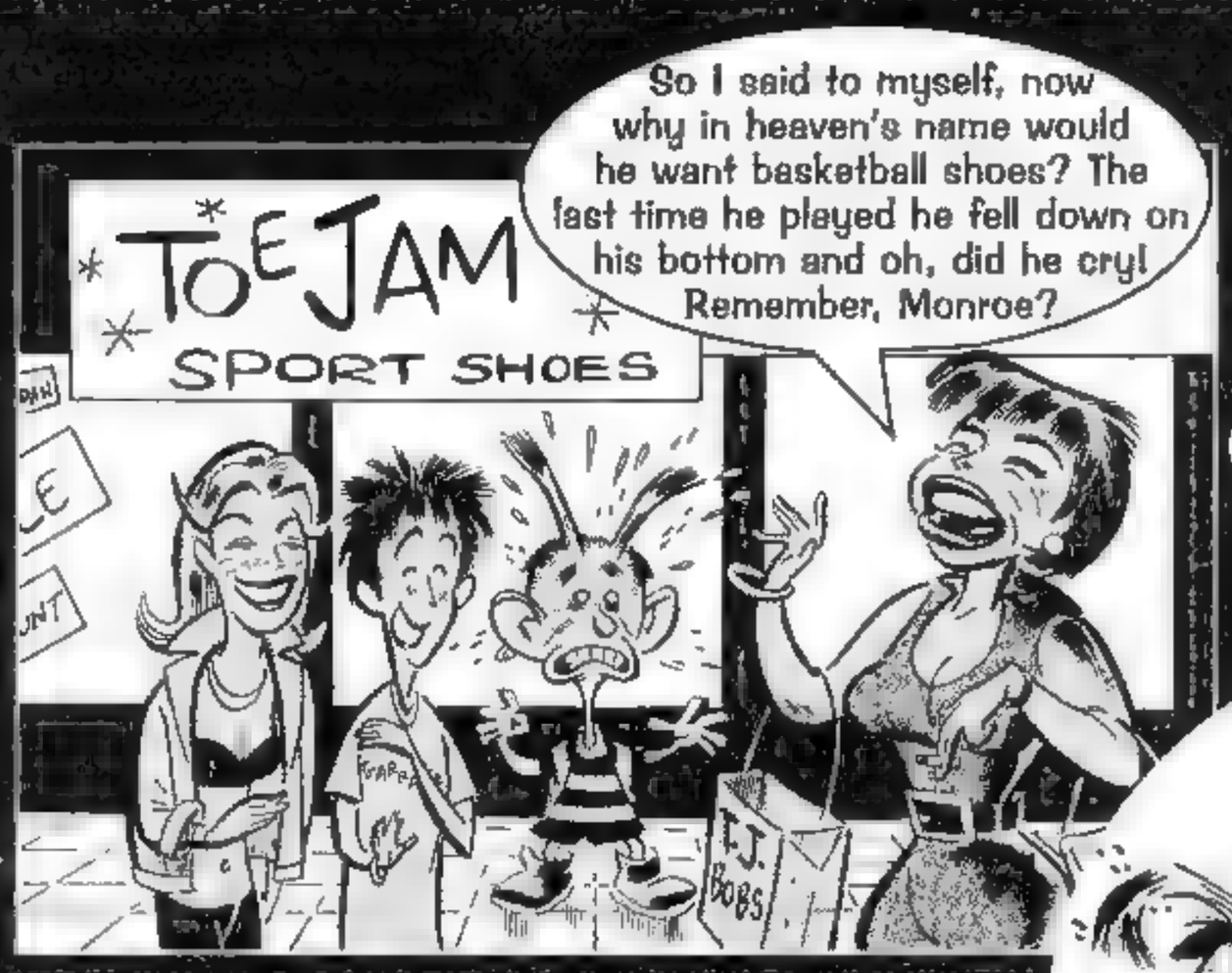
T.J. BOBS

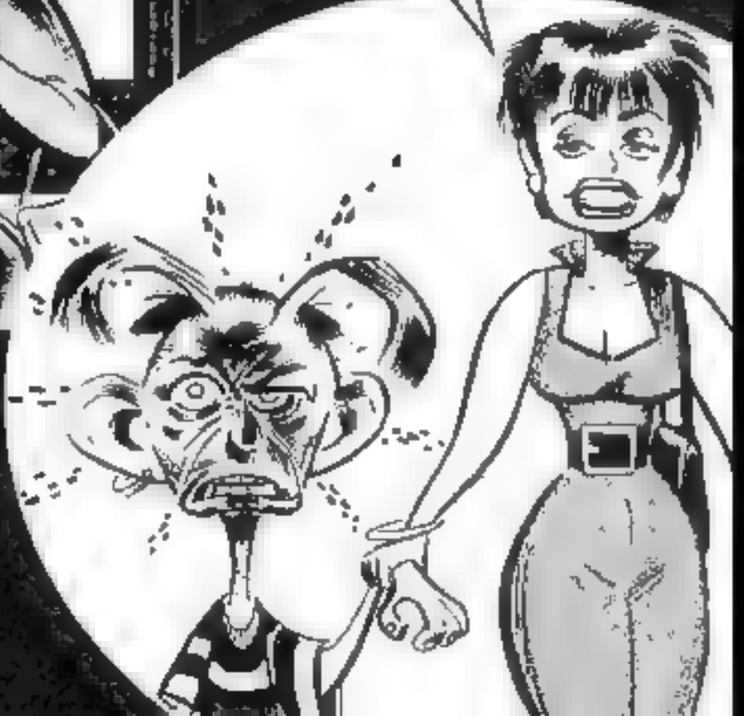
ARTIST: BILL WRAY WRITER: ANTHONY BARBIERI

THE SCHOOL CLOTHES

painful, torture-filled journey!


Thirty-five dollars?!? I think we'll stick with the plain pockets! Excuse me, miss, where do we find them in extra short length?
DESIGNER JEANS
SALE ONLY $34.99
501


So I said to myself, now why in heaven's name would he want basketball shoes? The last time he played he fell down on his bottom and oh, did he cry! Remember, Monroe?
TOE JAM
SPORT SHOES
T.J. BOBS



GET THE FLOCK OUT OF HERE! DEPT.

ONE FINE DAY AT THE CULT COMPOUND

At last! The Comet has come to take us away! Break out the potion and rejoice!
HEAVEN'S GATE
Drink up!
Hallelujah, my brothers!
Til we meet on the other side!
VODKA
Oops! Sorry! Never mind! It was only a smudge on the lens!
TOM BUNK

ARTIST: TOM BUNK WRITER: MIKE SNIDER

COMPULSIVE RAMBLER DEPT.

We're sick and tired of people blasting Rosie O'Donnell for not being a hard-hitting talk show host! Okay, so some of her questions are soft enough to make Kathie Lee Gifford look like an investigative journalist! And maybe Rosie does kiss so much celebrity ass, she should use Preparation H for lip balm! But we know in our heart of hearts that the former Betty Flintstone can ask the tough questions of today's newsmakers, as you'll see when...

ROSIE O'DONNELL GRILLS SOME NON-SHOWBIZ GUESTS

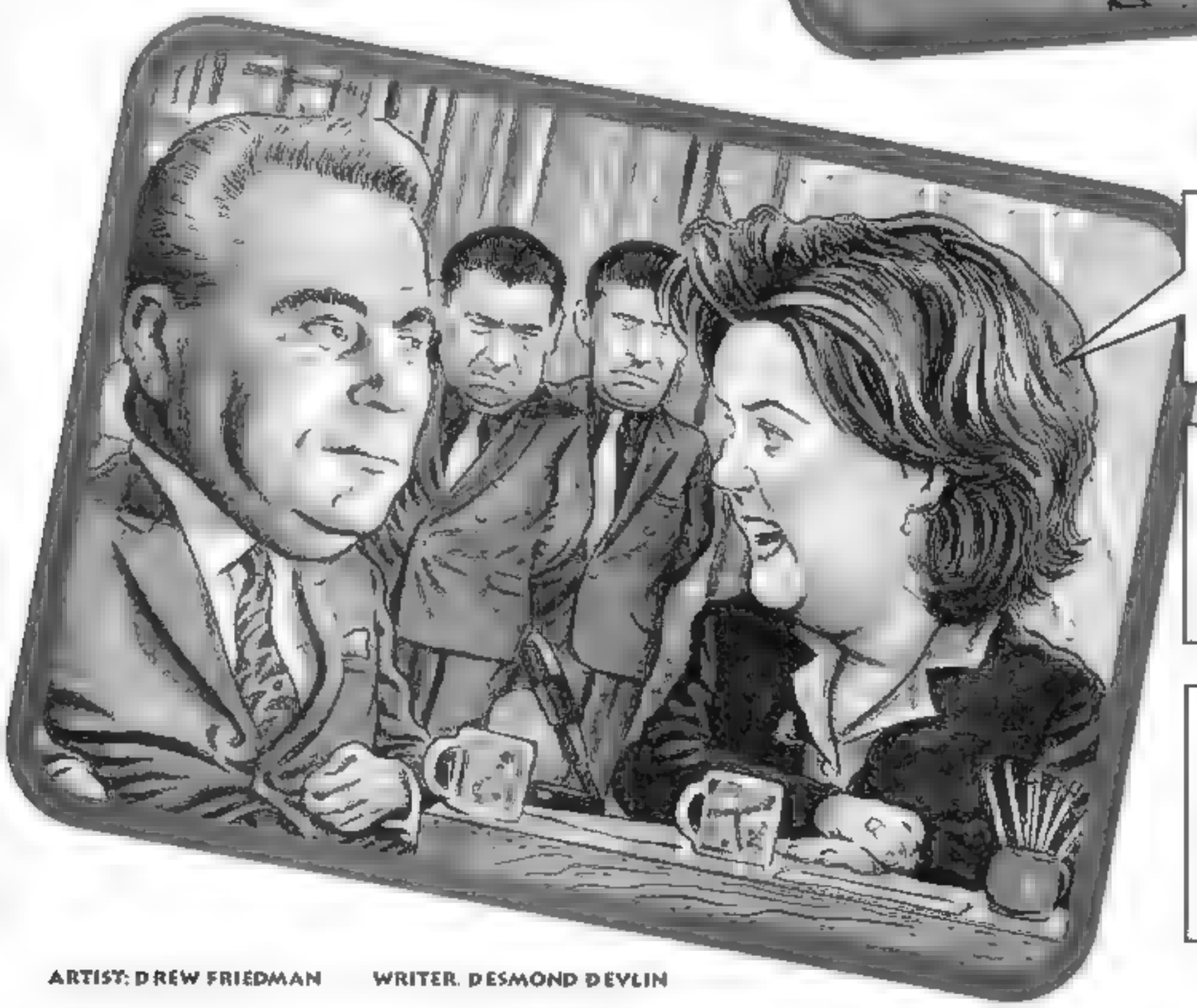
NELSON MANDELA

Nelson, you spent a quarter of a century being beaten and starved in South African prisons. Did you have a radio and escape tunnel like they had on *Hogan's Heroes?*

To me, there is no uglier word than "apartheid." See, the audience agrees with me. So let's make it a BETTER word! *Apartheid, apartheid, bo-bartheid, banana fana fo fartheid, me mi mo martheid...*

In 1993, you split the Nobel Peace Prize with F.W. deKlerk, and I said, "Oh no! It's happened again! That's just like when Barbra Streisand had to split the Best Actress Oscar with Katherine Hepburn!" I mean, I am sorry. No offense to Kate, and I hope she comes on the show, but there is only ONE Streisand, and we are so darn lucky to have her! Hmmm, I guess I made a little speech defending what I believe. Just like YOU, Nellie!

JOHN GOTTI



You had your boss shot down and took over the family. That reminds me of a little trivia — remember the name of Lucy's boss on *The Lucy Show?* Give up? Wait, I heard it from the audience! Mr. Mooney, that's right! You see, they always know!

It came out in court that innocent people got murdered by accident, based on your orders. That is SUCH a coincidence, because only yesterday, I totally forgot to say who the guests were before I went to commercial! So you see, everybody, even stars, sometimes make mistakes!

You just snapped your fingers, had other human beings killed, and a lot of people never got to say goodbye to the people they love. It's just like that episode of *M*A*S*H* — you know, remember the first one with B.J., where Hawkeye just misses saying goodbye to Trapper John by like FIVE minutes? Is that like the best show? I have every one on tape!

ARTIST: DREW FRIEDMAN WRITER: DESMOND DEVLIN

ROSIE O'DONNELL
GRILLS SOME NON-SHOWBIZ GUESTS

TIMOTHY McVEIGH

You're accused of **snuffing out** the lives of **babies** with **glycerin** and **fertilizer.** And **speaking** of fertilizer — pardon my French — how can **Madonna WIN** a **Golden Globe,** and not even get an **Oscar NOMINATION?** Where is the **criminal trial** THERE, hmm?

They say you **lit** the **fuse** just **five minutes** before the **explosion,** and **ran.** I get **winded** just **walking** through the **curtains,** y'know? Have you **ever thought** about doing an **exercise video?**

You were **so close** to the **devastation** that the **blood** and **smoke** got into **your clothes.** Did you try **cold water** and **lemon juice?**

CHARLES MANSON

You claimed to **hear secret messages** in **Beatles songs,** so what did you **think** about that **Beatles reunion?** Wasn't that **new song great?**

Hey, **remember** that old **Almond Joy commercial** — *sometimes you feel like a nut, sometimes you don't*! C'mon, Charlie, **sing!**

You ordered the **slaughter** of **innocent people,** including a woman who was **eight months pregnant,** and **bathed** the **walls** of their homes in **hot blood!** So I **gotta ask** — what makes **Charlie Manson cry?**

LOUIS FARRAKHAN

Love, love, LOVE the **bow tie,** Louie! Did you get the **idea** from **Yogi Bear?**

I just **want** to **say** that I would have been **SO against** that whole **slavery thing!**

You've been **quoted** as hating **whites,** hating **black traitors,** hating the **Jews.** You know what **I hate? Cell phones** in the **movie theater! Totally annoying,** am I right? People, take it out to the **candy counter,** and let me watch **my Tommy,** okay? Thank you, next!

SADAAM HUSSEIN

Sing with me, Saddy! *Let me tell you 'bout Ahab the Arab, the sheik of the burning sand!* Okay, I'LL sing, and YOU do the camel noises!

You tricked your own son-in-laws into returning to Iraq, just so you could have them killed by assassins! That whole violence thing is so big these days. Big, big, BIG! It's just ca-razy! Have you ever met Quentin Tarantino?

Your army opened up Kuwait's oil pipes and drained them into the Persian Gulf, intentionally causing incredible ecological damage. So I guess you're more of a "country person" than a "beach person," huh?

MOTHER TERESA

You've dedicated your existence on this planet to helping the starving. For me, starving is when I have to eat regular Oreos instead of the Double-Stuff! HA! Joke, people!

This is going to be so awesome — after this special facial makeover, you are going to look 85 again!

Now, Terry, somebody told me you like to wash people's feet. See, the audience knows what's coming. I hope you don't mind, but my producer picked three people from the audience, I got your soap right here — LET'S BRING 'EM OUT!

THE UNABOMBER

You've been fighting a battle against the forces of technology you say have doomed our society — hey, how about the clock on my VCR? 12:00, 12:00, 12:00...don't you HATE that?

Now you're looking at spendin' the rest of your life in a 10-by-12 cell, all because your brother turned you in! I guess you've got one of those Wally/Beaver relationships, huh?

You're an expert on bombs — what did you think of *Showgirls?*

THE DROOLING CLASS DEPT.

MAD has always appealed to the sophisticated, culturally elite literati who appreciate the fine, transcendentalist nuances of language and far-reaching aesthetics. But we're always trying to broaden our appeal, so here's something for all you monster truck-drivin', CB-squawkin', Nashville Network-lovin', *Dukes of Hazzard*-watchin' folks out there! Take a gander at the sights and sounds of . . .

KEN

After an exhaustive search, the Dickbirds discover oranges are no longer shipped in wooden crates, thus dashing their dream of someday owning matching furniture.

Judd Holcomb accidentally discovers that condoms last longer if you stop the washing machine before the spin cycle.

Annabelle Rickets rejoices as she finds a crisp new matchbook to pick her teeth with.

Harriet and Bork Linseed thrill their neighbors with the story of how they went to Burger King THREE TIMES in one week – once for a wedding, once for a 50th anniversary party and once for a wake.

NECK USA

Homer Cleavon watches *Smokey and the Bandit* for the 600th time, passing Uncle Ed for the number three spot on his family's all-time viewership list.

While making out with his girlfriend, Ed Dobey is oblivious to the fact that the beauty mark he's so fond of kissing is actually a tick deeply embedded in her neck.

First-grader Tyler Mayhem receives a reward for a good report card – his very first canister of chewing tobacco.

Upon learning of her pregnancy, Jen Brickson vows that she will drink only light beer until she gives birth.

After wooing her with a fresh bottle of Zima and a box of Ho-Hos, Elden Hockle finally gets to Second Base with his sister, Myrna.

ARTIST: R.J. MATSON WRITER: ANDREW J. SCHWARTZBERG

TALES FROM the DUCK SIDE

TODAY'S EPISODE...

GONER WITH THE WIND

It's TIME...
Is it true that I'll be the FIRST to be EXECUTED in this NEW HUMANE WAY?
Yes, you're the VERY FIRST prisoner!
Will I FEEL anything?
No, you'll NEVER KNOW what HIT you. Its INVENTORS say "it's like taking a SUNDAY DRIVE in the COUNTRY"!
GOD be with YOU, my son!
RNG
?
FWIK
KLANK
WHIZZ
FWOO
I don't care WHAT they say! I STILL think being AIR-BAGGED is CRUEL and UNUSUAL PUNISHMENT!

ARTIST AND WRITER: DUCK EDWING

INFORMATION SUPERHIGHWAY ROBBERY DEPT.

Hello, this is **Kurt Older** of **MTV News!** You may have seen my **hard-hitting interviews**, like the one with **Courtney Love** where I actually got her to **admit** she used **drugs!** But my **main function** at **MTV** is to appeal to the **37 Boomers** watching who ***still*** haven't gotten the message: **"MOVE YOUR SAGGIN' BUTTS DOWN THE DIAL TO VH1!"**

I'm **Tabitha Moron!** First off, I'm **not Kurt's granddaughter!** Second, for like the **billionth time**, I **wasn't** the one who asked **Bill Clinton** in **1992** whether he wore **"boxers or briefs!"** It took some **blonde surfer chick** in our **studio audience** to **come up** with a question **that good!** So, with **credentials** like **ours**, it's only **natural** that **MAD** should come to **us** after all the **real journalists** turned them **down**, for...

A MAD CYBERVISIT TO AMERICA Onhold

Steve Nutcase, you're the President of **America Onhold** and —

Wait a sec! Lemme turn the **meter on!**

You're charging us **$2.95 an hour** to **interview you?!?**

No, no — I'm **kidding!** I only keep this around as a **souvenir** of the **Good Ol' Days!**

Huh? The **Good Ol' Days?**

Yeah, the Good Ol' Days **before December '96** when we had to switch to these **flat rates** — all because of some **nasty rumor** that our **subscribers** were **unhappy** paying **$2.95 an hour!**

Who was **spreading** a **rumor** like **that?**

Probably the **couple hundred thousand** of 'em **quitting** the service **every month!**

NEW RATES
$4.95
$9.95

BUSY

$2.95

tabitha

ARTIST: SAM VIVIANO
WRITER: MIKE SNIDER

SAM VIVIANO '98

Let's see, you've got plans costing $4.95, $9.95, $19.95 ..am I leaving anything out?

Nah! I had an idea for a deluxe $39.95 plan, but my lawyers said I'd never get "Double Unlimited Hours" past the consumer fraud watchdogs!

Can I ask a stupid question?

Better than anyone in the business, sweetie!

Huh? Anyway... Mr. Nutcase, what's the difference between the Internet and America Onhold?

Well, if the Internet is the "Information Superhighway," we're the "Information One-Lane Dirt Road with a Toll Booth every 200 yards!"

If that's the case, how does America Onhold get any subscribers at all?!

Because the dopes in charge of the Internet made it so confusing and complicated that the average PC user thinks we're a good deal! Poor Computer-Illiterate Schmucks!

JAVA FTP WAVE HTTP HTML

Besides, you can surf the Net from inside America Onhold — for an extra $10 a month, that is!

Ah, so now we're up to $19.95!

But that's for an unlimited number of hours — with certain limitations!

Such as the 40% of the times you try to sign on and get a busy signal!

Limitations such as...

AMERICA Onhold RESEARCH & DEVELOPMENT

C'mon, you two — let's dive into CyberSpace and I'll show you the exciting world of America Onhold!

Geesh! You call this "exciting?"

Absolutely! This loser is paying me $19.95 a month to check a sports score he could get for free by just clicking on a radio! I'm so excited, I'm almost peeing in my pants!

SPORTS STATS Scoreboard

Ah-hah, so you prey upon the lonely!

No, in fact, nothing warms the cockles of my heart like hooking up two or more lonely people . and then charging them all $19.95 a month! Hee hee!

Hold on! Something's slowly starting to dawn on me: this whole thing is just a big money-making scheme, isn't it?

DUH!

America On-Hold Chat Room

Now in room: shyGUY...!MAnerd...The Mole... trekkie5483.. 4eyes, alfredE

shyGUY: uhhh what's up?
The Mole: Not much.. .how about you?
shyGUY. I dunno..
4eyes Anyone wanna chat with me?
The Mole why
shyGUY: Yeah
!MAnerd: I do
4eyes: ok where are you fr
trekkie5483: me too
The Mole: Beam me up Scottie
!MAnerd. who wants to know
4eyes huh
So where are you

Dim bulb of a granddaughter you got there, Kurt!

?

How would you like the knee of an embittered wash-out right in your cybernads!

Here's one of the Celebrity Chats we're famous for, where thousands of fans can talk live with a big star!

Thousands at the same time? How?

See, they all type in their questions...

entertainment chan

More chats with has-been celebs to come! Get into at Keyword WASTEOFTIME

Michael Jackson Live on Line

Weirdo56 Did you EVER pork Lisa-Marie?
LewdyLou How many little boys have you had?
Mruptite You e*$*!!!
BayonneBurt Is ANYTHING on your face 'Original?'

...and then, our Online Moderator selects the best ones and relays them to the celebrity!

When is your next album coming out, Michael?

That was one of the best ques-tions?

Sure! If you define "best" as "least likely to offend, so the celebs keep coming back on!"

CLICKETY CLACK!

You're not seriously going to try to defend that as being worth $19.95 a month!

Hey, if it means money in my pocket, I can defend anything on America Onhold — except *this!* Yeccch!!

(ulp!)...Kurt .. get ready for "*My lunch UNPLUGGED!*"

DC COMICS ONLINE

MAD Magazine Online

INFORMATION

Who's Who

Alfred E. Mail

Message Boards

Chat

Home

MAD

Check out the DC OverPower Who's Who!

Information

Actually, that **travesty notwithstanding**, we **do carry online** versions of your **favorite national periodicals...**

...as **long** as your favorites are ***Scientific American, The New Republic*** **and *Saturday Review!***

Why **don't** we **take a look** at **one!**

BILL'S GATE TOLL BOOTH

This is **over a year old!** And **most** of it **isn't even there!** How can you **say** it's the **same** as the **print version?**

Listen, the way the **U.S. Postal Service** operates, you **can't** tell me **someone** isn't **just getting** this issue **14 months late** with **half** the **pages ripped out!**

You **have a point there!**

Scientific American Online

SCIENTIFIC AMERICAN THE MOST WIDELY READ MAGAZINE IN AMERICA **SCIENTIFIC AMERICA**

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December 1995 Volume 273 Number 6

CLICK HERE TO SUBSCRIBE

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- Exclusive interview with O.J. Simpson's DNA! ..... FORGET IT, PAL
- Our Friend, H2C15Fe12+ ..... LOOK, THIS AINT A LIBRARY — EITHER *SUBSCRIBE* OR GET THE *HELL* OUT!!!

You **sparked** a big **controversy last year** when you **wouldn't** allow **subscribers** to post **messages** in **Spanish!**

I'm **glad** to **say** that we've **reversed** that **policy!**

Oh, you **realized** how **culturally insensitive** it **was?**

No, how **corporately idiotic** it **was!** There are **millions** of **Spanish-speaking PC owners** with **$19.95** burning holes in their **pockets!** Plus, the next time a **parents group yells** about **sexually explicit** talk in our **chat rooms,** we can just say, **"No hablo espanol!"**

Welcome to the AMERICA *On-hold* BORDER PATROL

What's **really behind** the public's **fascination** with **online services?**

I **think** it's because we **offer** folks a **chance,** if **only** for a **little while,** to **escape** from the **real world!**

That's **funny,** from what **I've seen,** they aren't **"escaping" anything!**

There's **tons** of **junk mail** just like the **real Postal Service...**

...overpriced crap for **sale** just like at **real shopping malls...**

...and liars and **posers** just like in the **real world** of **romance!**

Old Mail | New Mail | Borrowed Mail | Blue Mail

From	Subject
- acme.com	BUY !
- slimeCO	ACT NOW !!!
- The CyberStore	LABOR DAY SALE !!
- software R us	15% OFF !!
- E-Buggers	FREE CATALOG !
- RAM n stuff	EARN BIG $$$$!!!
- Scam-OnLine	SURE THING !!
eyCheetam.com	BIG DEAL !!!

The AMERICA ON-HOLD Store

AOH STORE

FEATURED ITEM

CYBER-CALENDAR
Only $24.95 (plus P&H)

Cheap Cameras
Silly Trinkets
Inflated Prices
No Guarantees

SOFT STUFF
HARD STUFF
MOJOS
USELESS STUFF
AND ABSOLUTELY NO SERVICE!

the Romantical Connection

Romantical Chat Room No. 13

People in the Room: KeekyDeeky, HotGuyAmI, SweetStuff and Hayden, HoneyPot

KeekyDeeky	I Roomate PAMELA LEE ANDERSON !
HotGuyAmI	I m a TOM CRUISE LOOK-A-LIKE !
SweetStuff	Me? I m a 12-year-old GIRL, just looking for sweet, unlooched innocent young BOYS

You

I've heard that **some subscribers** spend **hundreds** of **hours** a month online! What could **possibly** keep them on **so long?**

You mean besides the **scintillating chat room** discussions? Well, there's **downloading!**

Downloading what?

L-l-l-long **software programs,** huge **picture files,** memory-hogging **video games** — in fact, **anything** we put out there that they don't **already have!**

I'm guessing that there's **one thing** that **ALL** of them **don't have!**

Oh yeah? **What is that?**

A life!

Do **you** have any **problems** with **hackers, flamers, spammers** and other **troublemakers?**

No problem whatsoever! As **long** as they **pay** their **$19.95 a month** like **everyone else!**

Aren't you **worried** about **hackers** like **Kevin Mitnick,** who allegedly stole **20,000 credit card numbers** from **one** of your **competitors' databases?**

Pssshl My subscribers' **card numbers** are **accessible** to someone **far more dangerous** than **him!**

You're **kid-ding!** Who could **that be?**

ME!!

That **brings up** the **fact** that your **billing practices** are being **investigated** by the **Federal Government!**

Government Investi-gations?! HA! If they **couldn't** nail the **Clintons,** they'll **never get me!**

What about the **class action suit** by **subscribers** claiming that you **over-charged them?**

I've **settled** that! Each of the plaintiffs got **one free hour** on **America Onhold!**

What a **deal!** You "give" them **something** that costs you **nothing —**

Plus I get to **keep** all the money **originally over-charged!** Is our **legal system** the **greatest** or what?

No **offense, Steve,** but I **hope** you have a **bodyguard,** with **all** the **enemies you make!**

Yeah, we were just discussing all the **angry subscribers** we seem to **have,** and what to do **about it!**

How **about: Stop** doing **things** that **make them angry!**

I **came up** with an even **better idea:** "If you **can't fight 'em, charge 'em!"** I **predict** this'll be **our** most **popular site ever!**

After this **inter-view,** so **do I!**

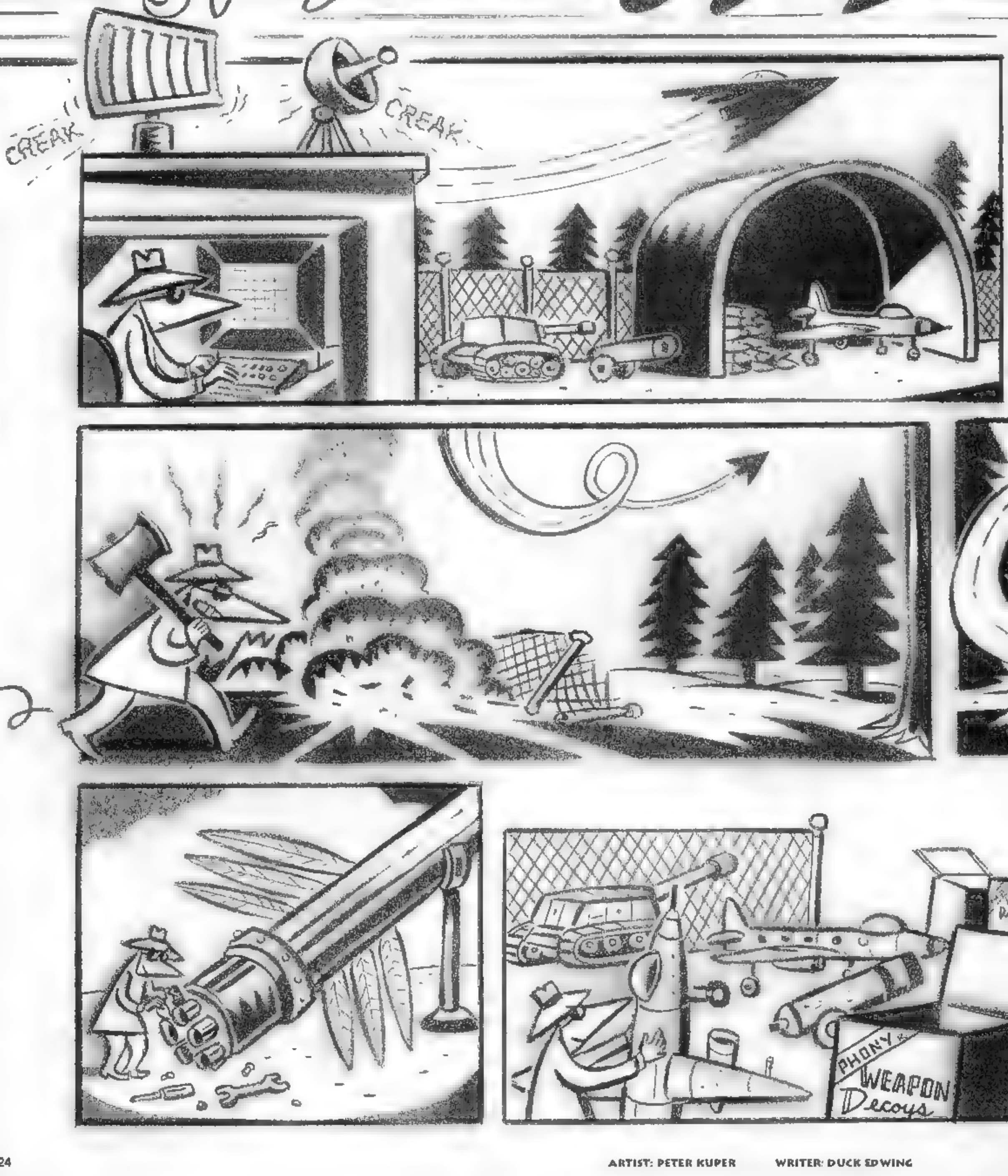
AMERICA Onhold

WAITERS ONLINE

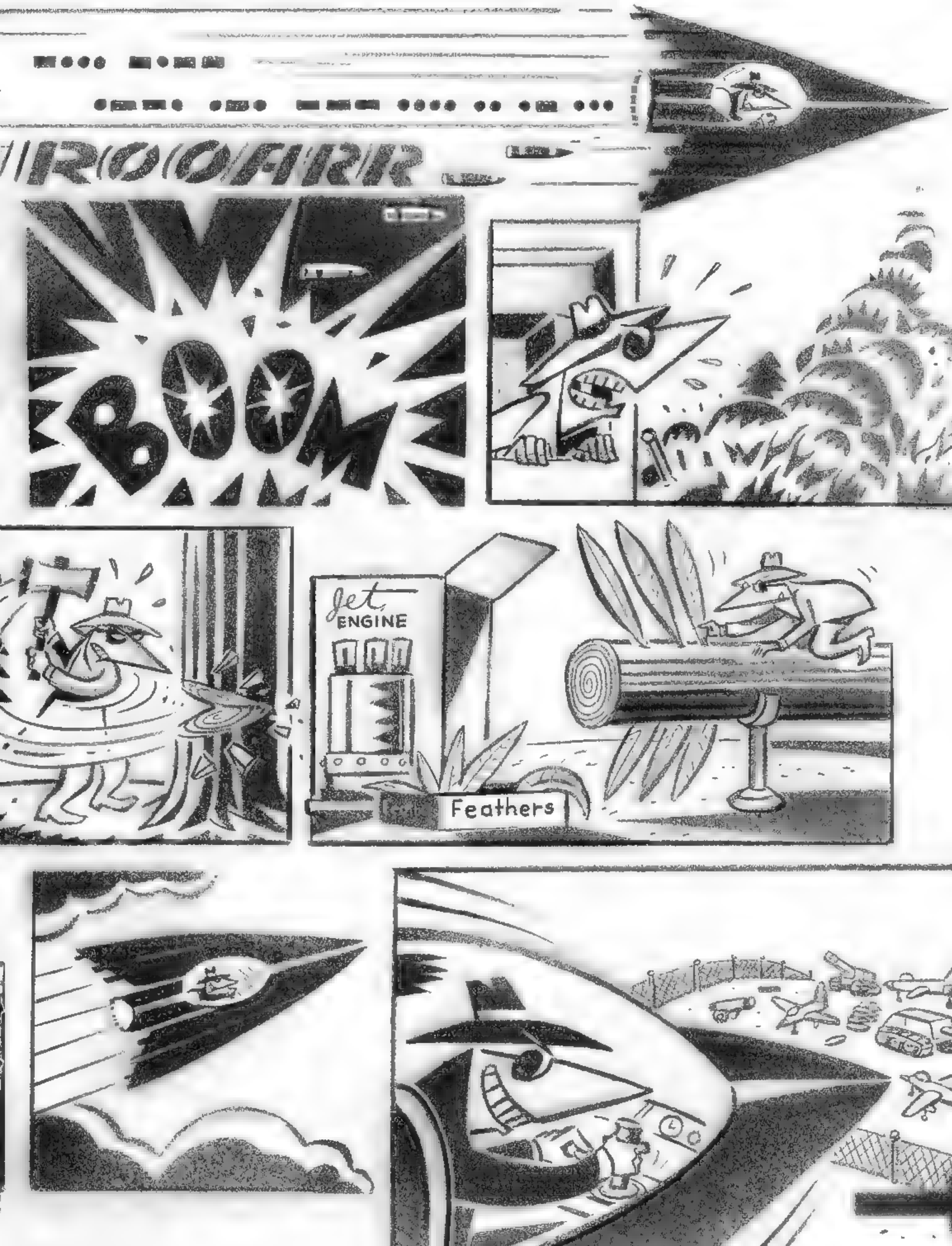
CLICK HERE for NEW reasons to hate AMERICA ONHOLD

This Site OVERLOADED 23 Try again later!

SPY VS SPY



ARTIST: PETER KUPER WRITER: DUCK EDWING


IROFIRR
BOOM
Jet
ENGINE
Feathers

KUPER

BARD SILLY DEPT.

Shakespearean Sonnets for Modern Lovers

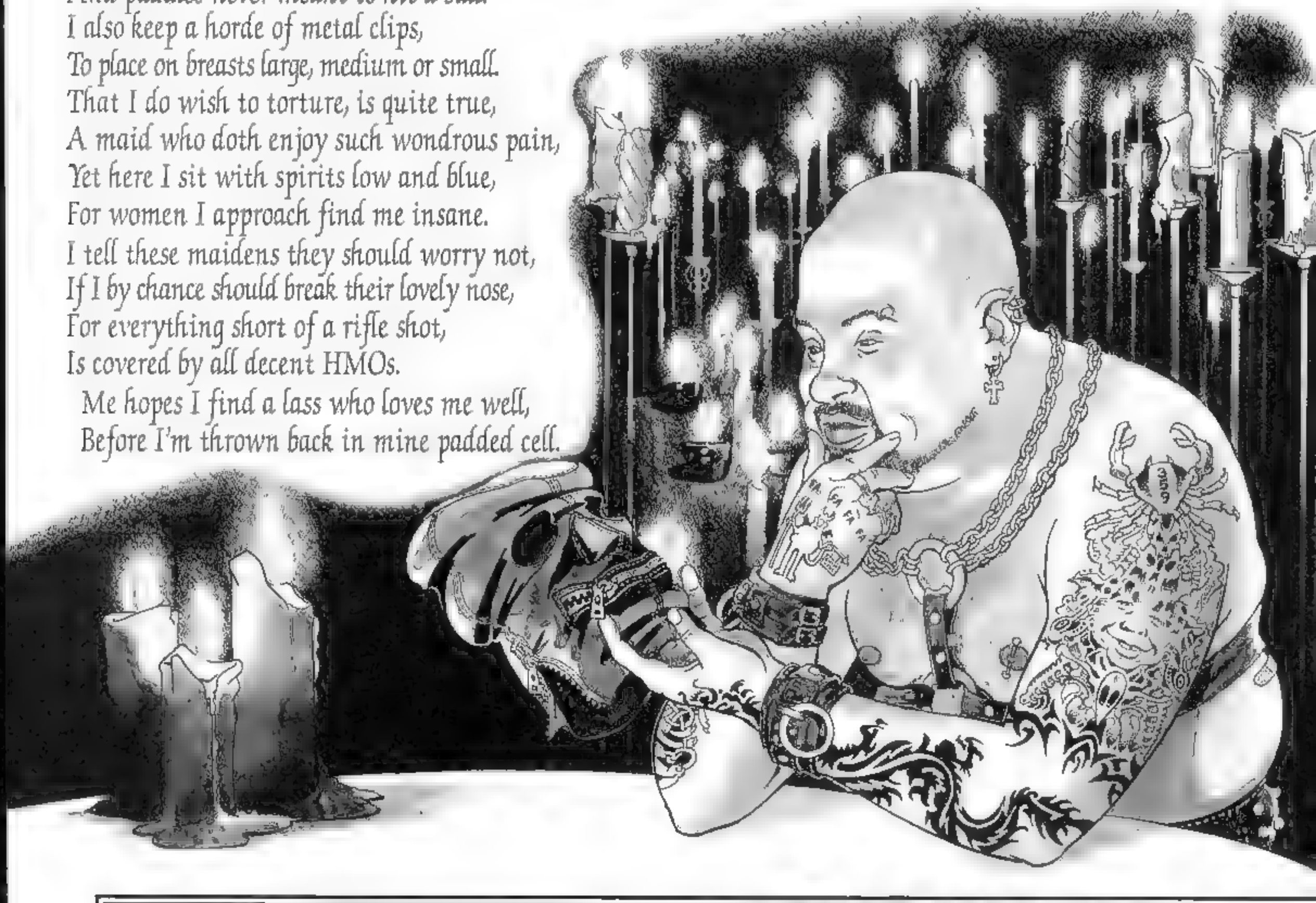
Between the years 1593 and 1600, William (or Willy, as we call him) Shakespeare wrote 154 sonnets. For those of you who slept through your English classes, Shakespearean sonnets are 14 line love poems. And though some are still quite memorable (could you forget the classic "Shall I compare thee to a summer's day?"), they're a bit dated – almost 400 years dated! So we've remedied this situation with MAD's...

Thine eyes shine like CDs in morning sun,
I long to have thy software in my hands.
And when you send a GIF for me to run,
I feel a sudden twitch within my glands.
How sweet our cybersex in private rooms,
You type of lust and send it o'er the net.
How sad it seems when my love's signoff looms,
I leave my mousepad, miserable and wet.
And yet I wonder on my lover's face –
I only know thee through thine online chat,
And though I do not care about thy race,
Perhaps thou has't the features of a rat.
But in the end your beauty matters not,
For it's your e-mail that gets me so hot.

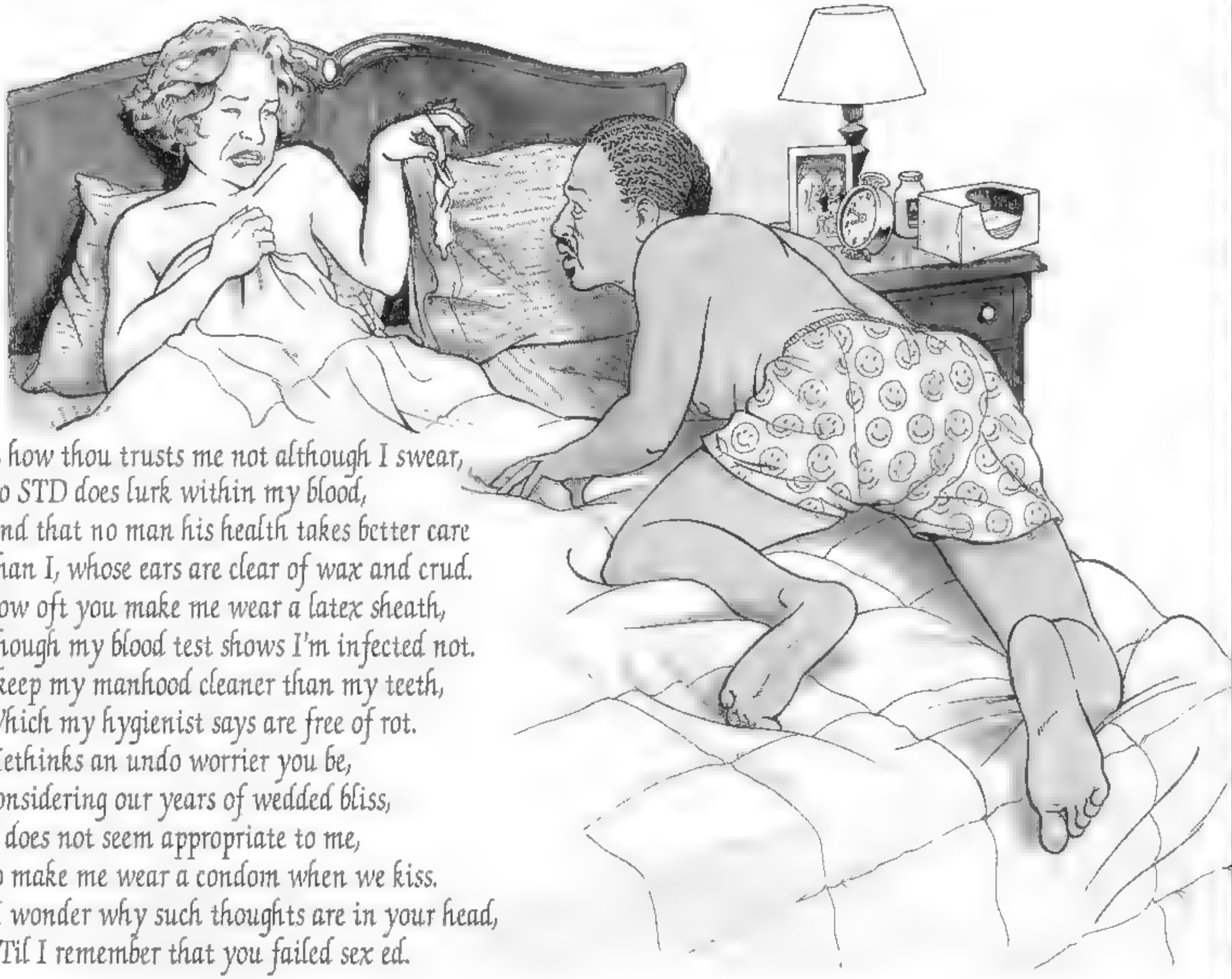
ARTIST: TIMOTHY SHAMEY WRITER: ANDREW J. SCHWARTZBERG

Shakespearean Sonnets for Modern Lovers

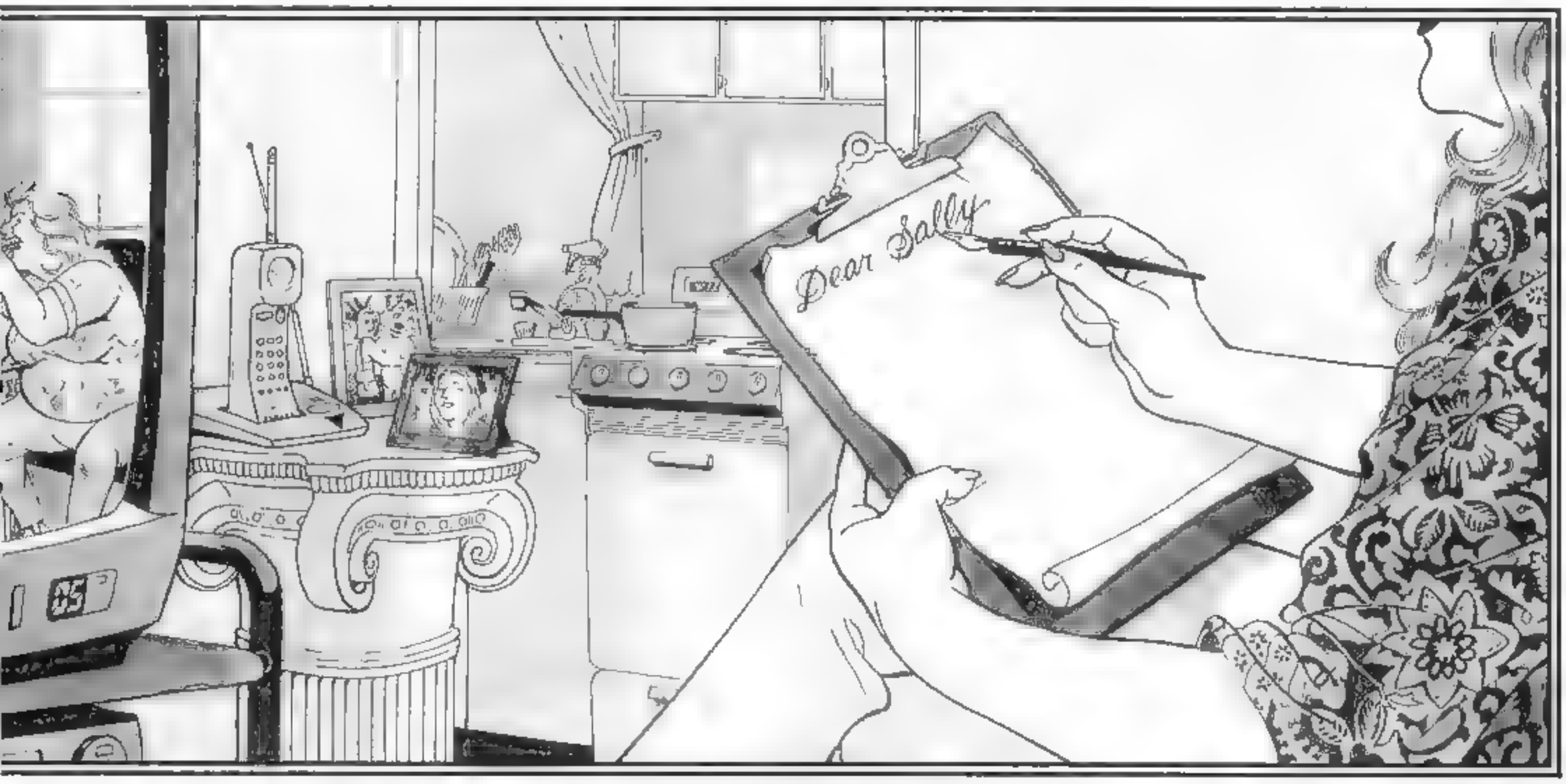
Within my chambers I hath leather whips,
And paddles never meant to hit a ball.
I also keep a horde of metal clips,
To place on breasts large, medium or small.
That I do wish to torture, is quite true,
A maid who doth enjoy such wondrous pain,
Yet here I sit with spirits low and blue,
For women I approach find me insane.
I tell these maidens they should worry not,
If I by chance should break their lovely nose,
For everything short of a rifle shot,
Is covered by all decent HMOs.
Me hopes I find a lass who loves me well,
Before I'm thrown back in mine padded cell.



Whilst you may be my mother's closest friend,
I felt our one-night stand was no mistake.
Yet thou did put it to a sudden end,
By telling all the world on Ricki Lake.
How shocked I was to see you on TV,
Next to my mom, no less, who seemed enraged.
But even more shocked still was I to be,
That you and she had recently engaged.
Why would thou spout such swill for all to hear?
In front of strangers too, why be so brash?
But as I watched, it all became quite clear
That you would stand to make a ton of cash.
That's when I knew I had my side to tell,
So I called Sally Jessy Raphael.



O, how thou trusts me not although I swear,
No STD does lurk within my blood,
And that no man his health takes better care
Than I, whose ears are clear of wax and crud.
How oft you make me wear a latex sheath,
Though my blood test shows I'm infected not.
I keep my manhood cleaner than my teeth,
Which my hygienist says are free of rot.
Methinks an undo worrier you be,
Considering our years of wedded bliss,
It does not seem appropriate to me,
To make me wear a condom when we kiss.
I wonder why such thoughts are in your head,
'Til I remember that you failed sex ed.



HEREDITEASE DEPT.

No matter what you do, one day you will start behaving just like the people you once vowed to be completely different from: your mother and father! It's a humiliating and terrifying life transition. The only thing you can do is to be aware of the symptoms and desperately try to fight it off! So stand up straight and pay attention as MAD reveals...

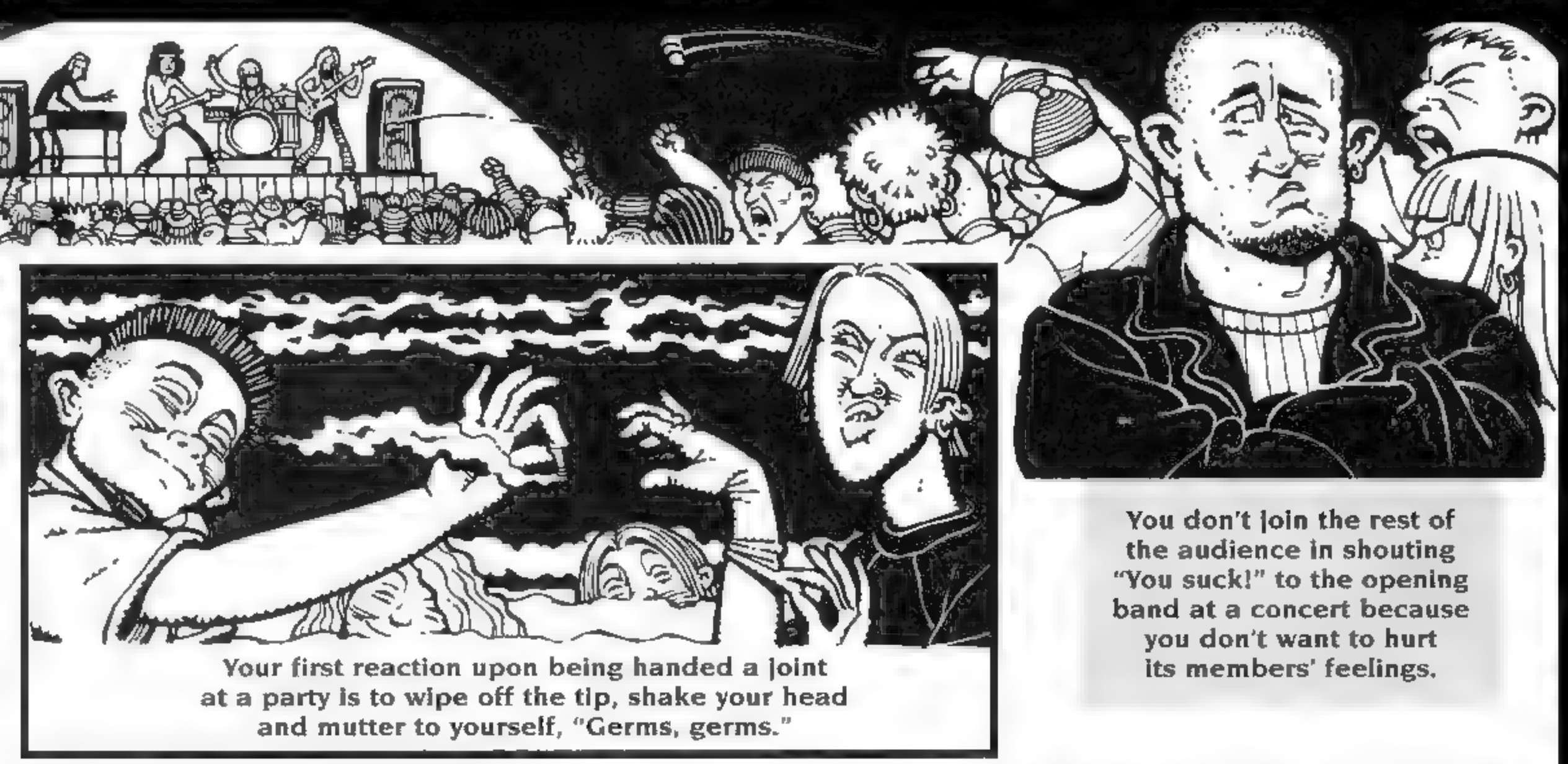
Your first thought upon seeing the new Playboy centerfold is, "Geez, I wonder what her parents must think."

You refuse to go all the way with your dinner date unless he eats all his broccoli.

SURE SIGNS THAT YOU'RE TURNING INTO YOUR

When a friend shows you his new Air Jordans, you press the toe to see if he has enough room.

You automatically assume that someone who hasn't arrived home on time is lying dead in a gutter.



You don't join the rest of the audience in shouting "You suck!" to the opening band at a concert because you don't want to hurt its members' feelings.

Your first reaction upon being handed a joint at a party is to wipe off the tip, shake your head and mutter to yourself, "Germs, germs."

PARENTS

You only go to the mall to buy something...and only if it's practical...and only if it's in a store than doesn't play that loud rap music.

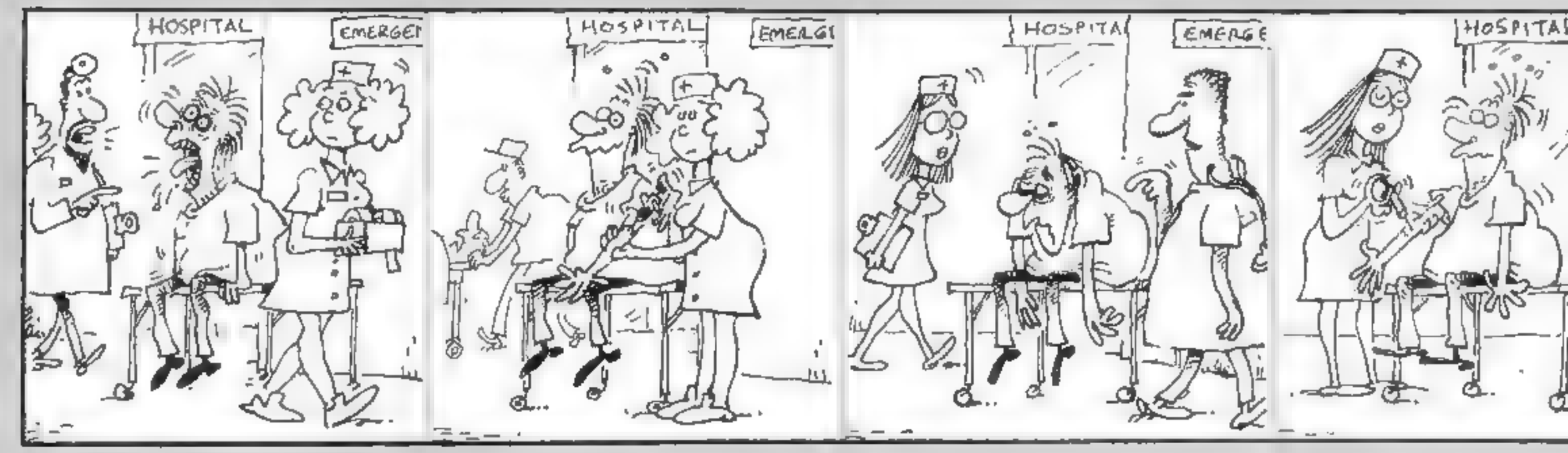
You know which one is Ebert, but you're not sure which one is Beavis.

ARTIST: RICK GEARY WRITER: BARRY LIEBMANN

A MAD LOOK AT

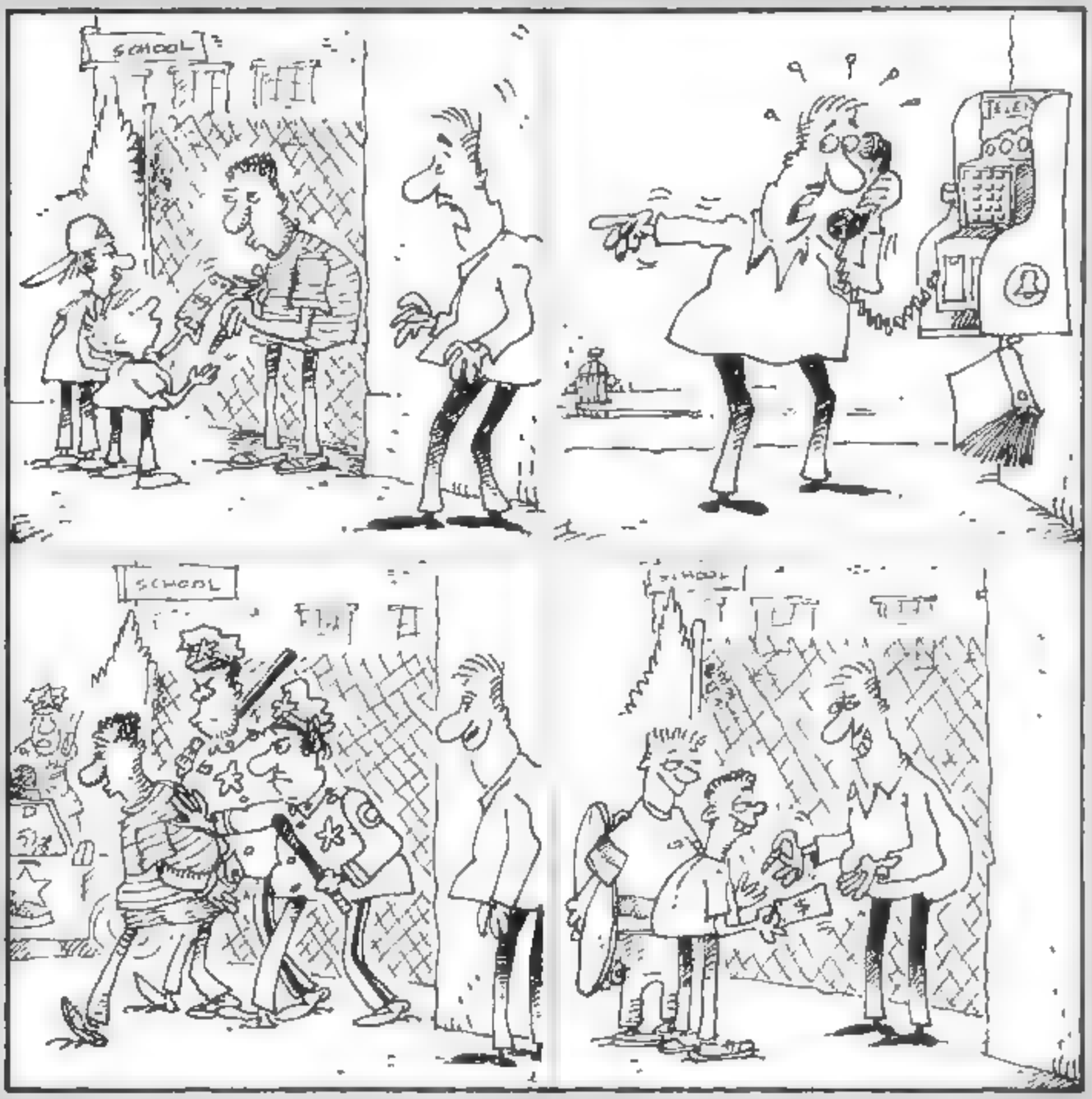
SCHOOL

DRUG
ENFORCEMENT
K-9


HOSPITAL
EMERGE
HOSPITAL
EMERGE
HOSPITAL
EMERGE
HOSPITAL

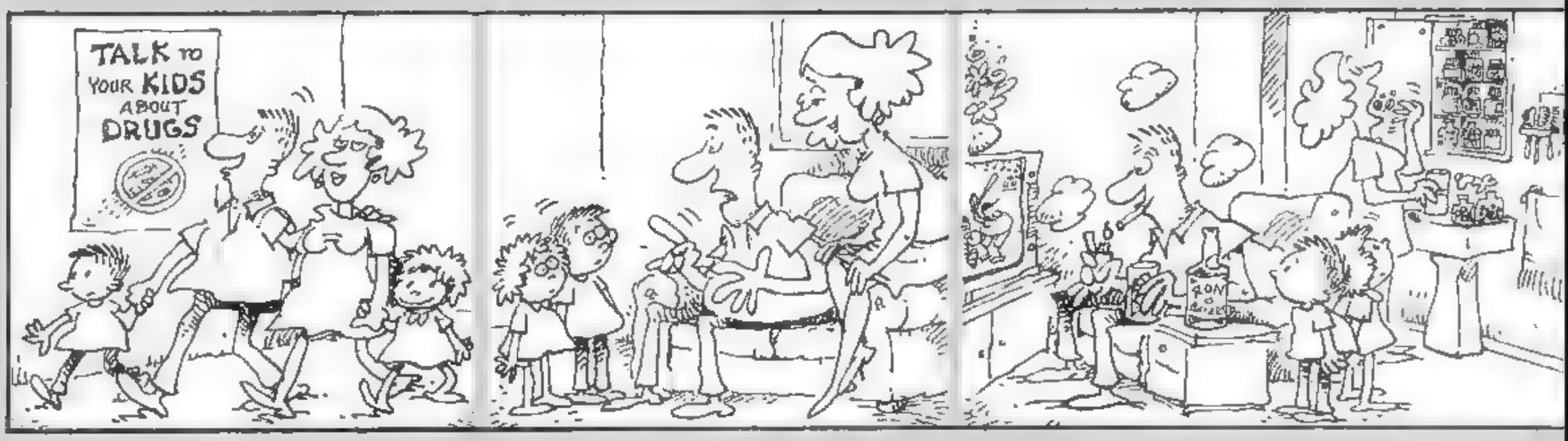
DRUGS

ARTIST AND WRITER: SERGIO ARAGONES



COMEDY CLUB

BAR

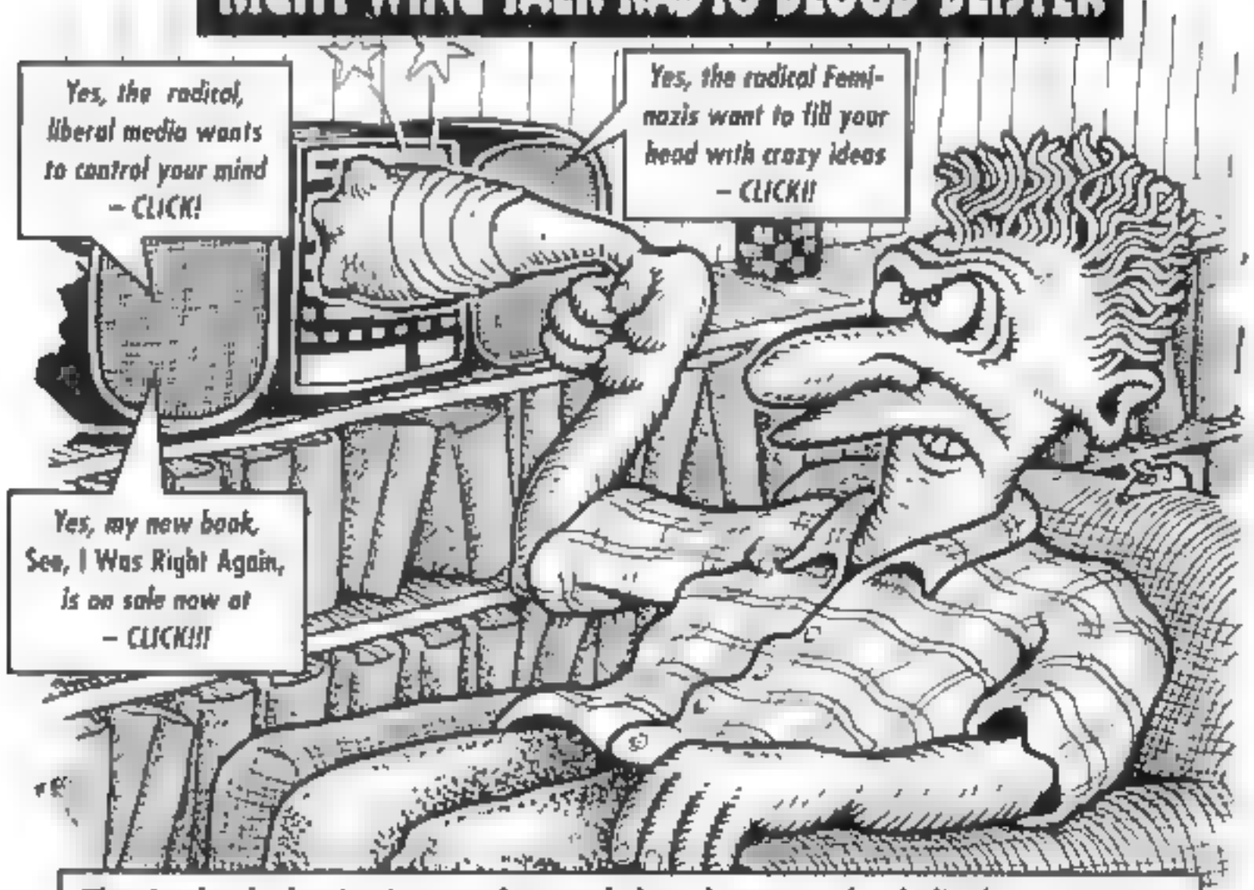

TALK TO YOUR KIDS ABOUT DRUGS

A VIEW TO AN ILL DEPT.

Years ago people used to actually die from a blister. A mere ingrown hair often meant death. It wasn't uncommon for a common cold to wipe out an entire village

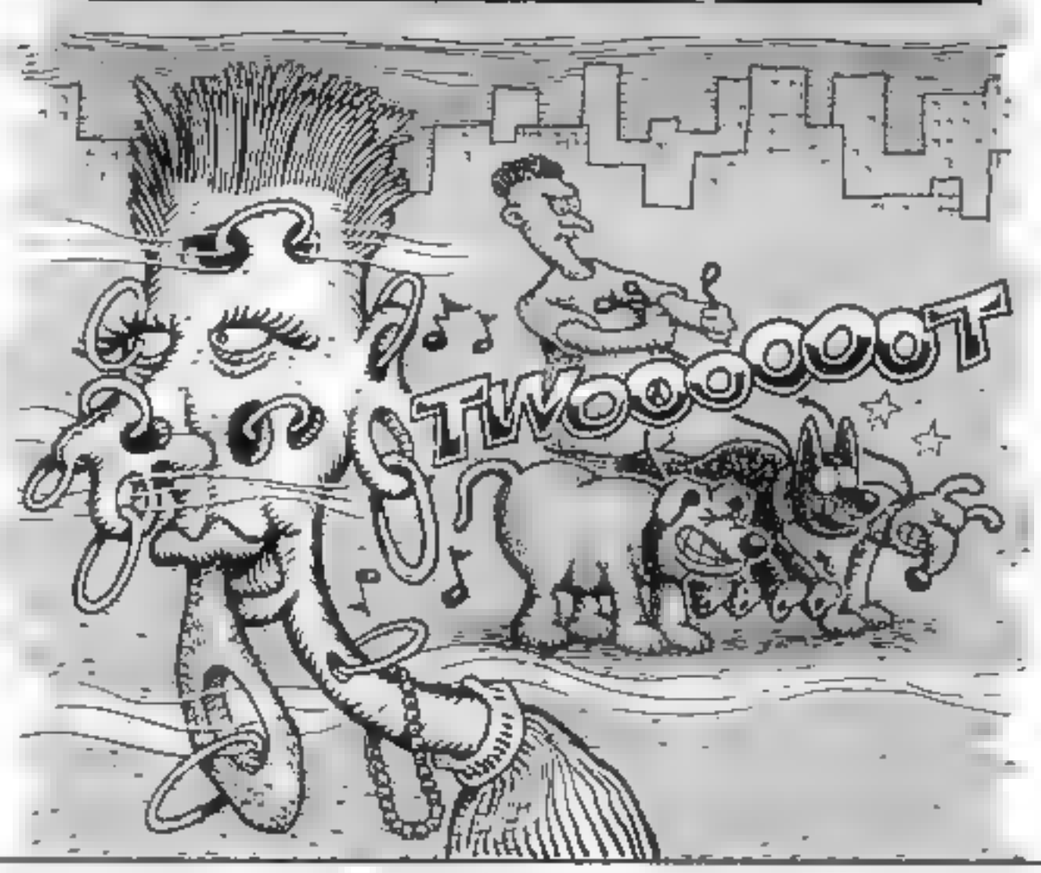
DREADED MEDIC OF OU

RIGHT WING TALK RADIO BLOOD BLISTER


Yes, the radical, liberal media wants to control your mind – CLICK!
Yes, the radical Femi-nazis want to fill your head with crazy ideas – CLICK!!
Yes, my new book, See, I Was Right Again, is on sale now at – CLICK!!!

They're loud, they're in your face and they dominate the dial! Ultra-conservative call-in shows take up more radio space than Hootie and all his Blowfish! Listeners whose politics run to the left of center have no choice but to frantically finger the buttons on their radio in search of a less aggravating alternative. Ironically, fingers on the right hand are most commonly affected.

POST BODY-PIERCING FLESH WHISTLING



Piercing your tongue, eyelid and other body parts might be a great way to make a radical fashion statement, but when the holes get stretched out and saggy, the mind-numbing, high-pitched sounds of the wind rustling through your skin will be a constant irritant to you and everyone around you.

THE STOPLIGHT STEREO BLASTER BROKEN EARDRUM

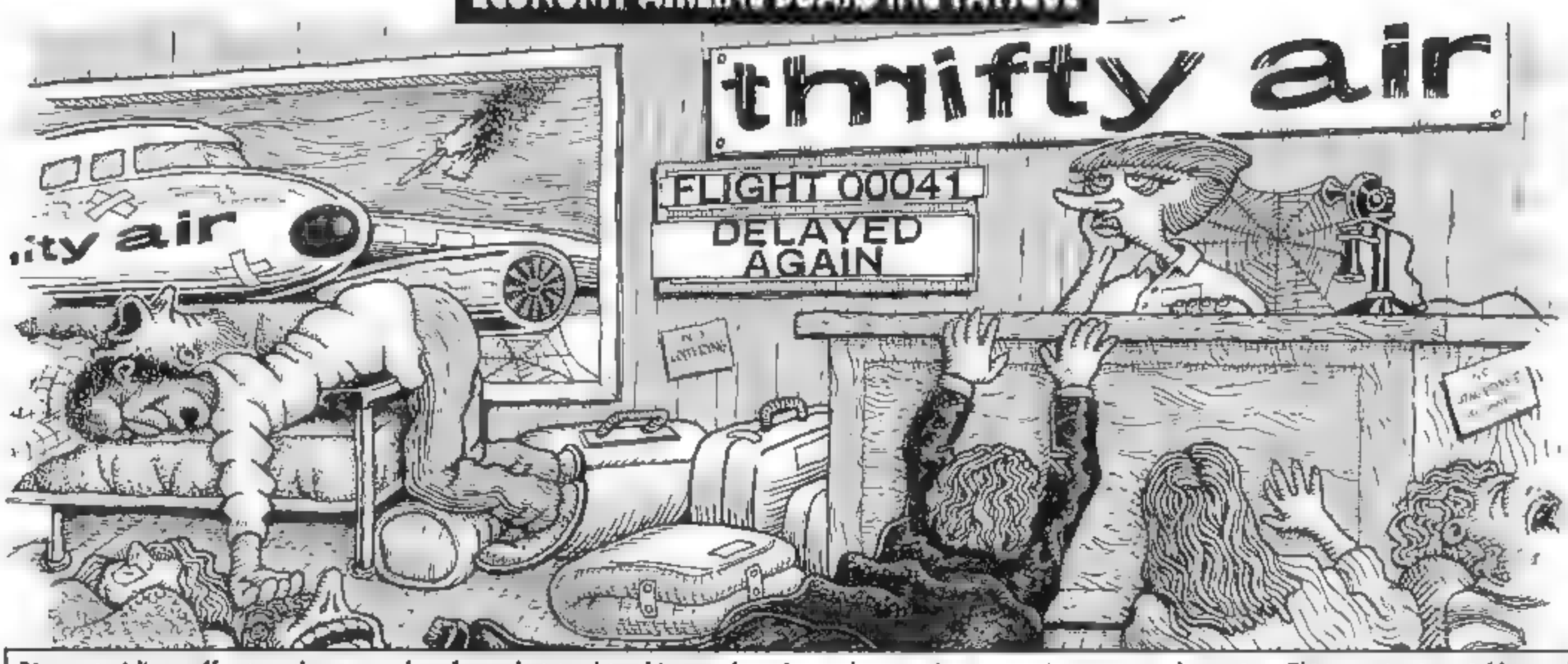
Until recently, the only thing you had to worry about while waiting at a red light was whether the moron behind you would stop before smashing into your car and sending you through the windshield. But now, you have to be just as concerned with the morons who pull up beside you blasting their fully cranked, glass-shattering, head-piercing, eardrum-rupturing, 1,000 Watt Mega-Bass Sound Systems.

of common folk. But thanks to major advances in science, we no longer live in fear of these once dreaded medical conditions! Instead we now live in fear of these...

AL CONDITIONS

R TIMES

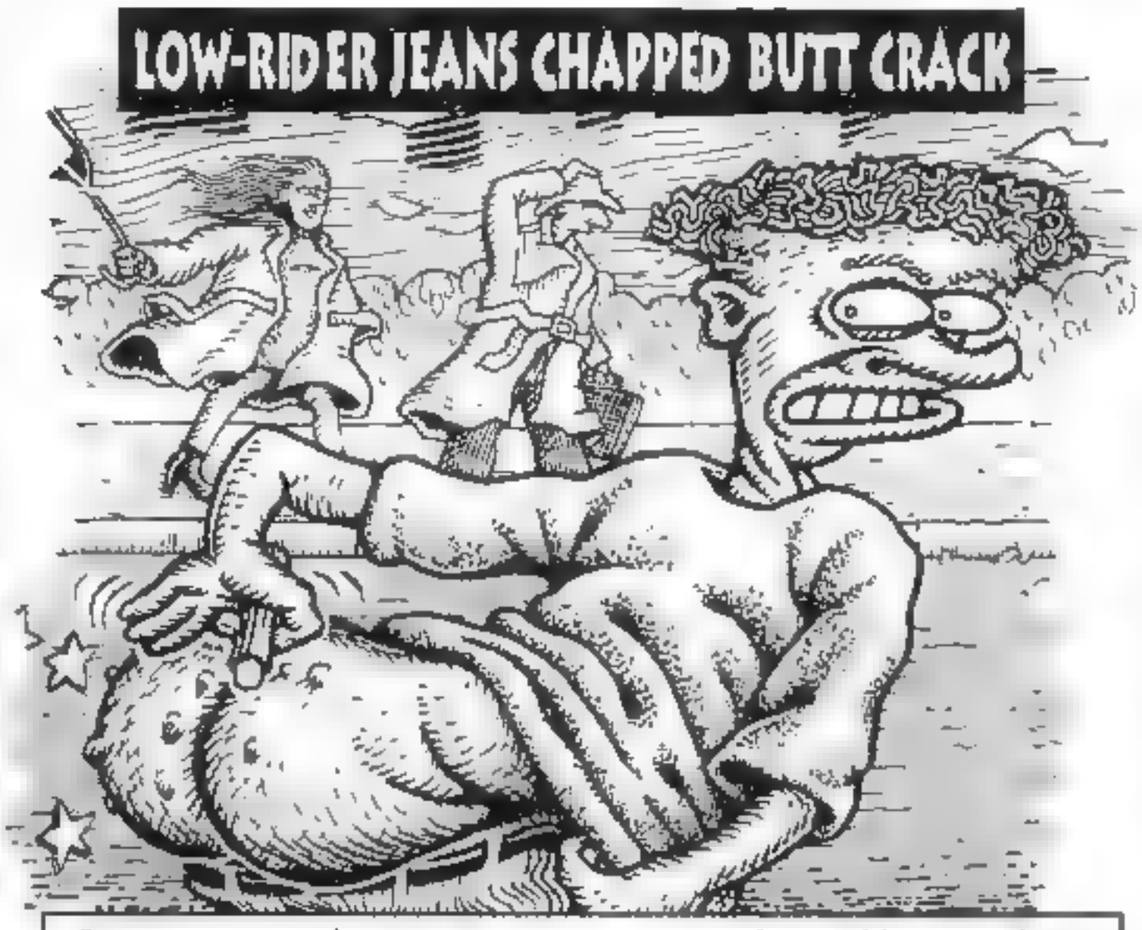
ECONOMY AIRLINE BOARDING FATIGUE



Discount airlines offer travelers super low fares, but tend to skimp on luxuries such as equipment, maintenance and security. This practice invariably results in nightmarish delays and last minute gate changes, requiring passengers to schlep their luggage from terminal to terminal. Those who manage to make it to a plane are then usually asked to disembark, reboard, dis-disembark and re-reboard, resulting in the exhausted passengers' complete physical collapse.

ARTIST: MONTE WOLVERTON WRITER: DENNIS SNEE

LOW-RIDER JEANS CHAPPED BUTT CRACK



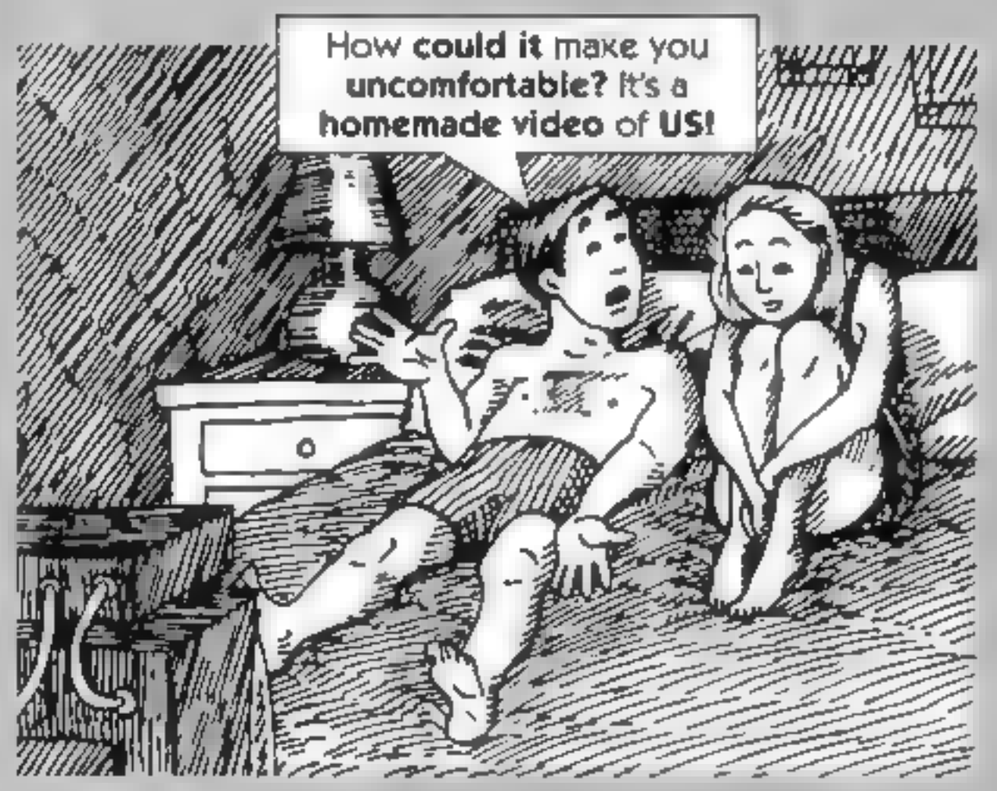
Everyone agrees that wearing your jeans extra low and baggy is dope, fresh, phat and fly. The problem is, the closer to the curb your waistband hangs, the more exposed you leave your unprotected booty to the elements. (Note: Although not specifically designed for this malady, most over-the-counter lip balms and facial salves will provide soothing relief.)

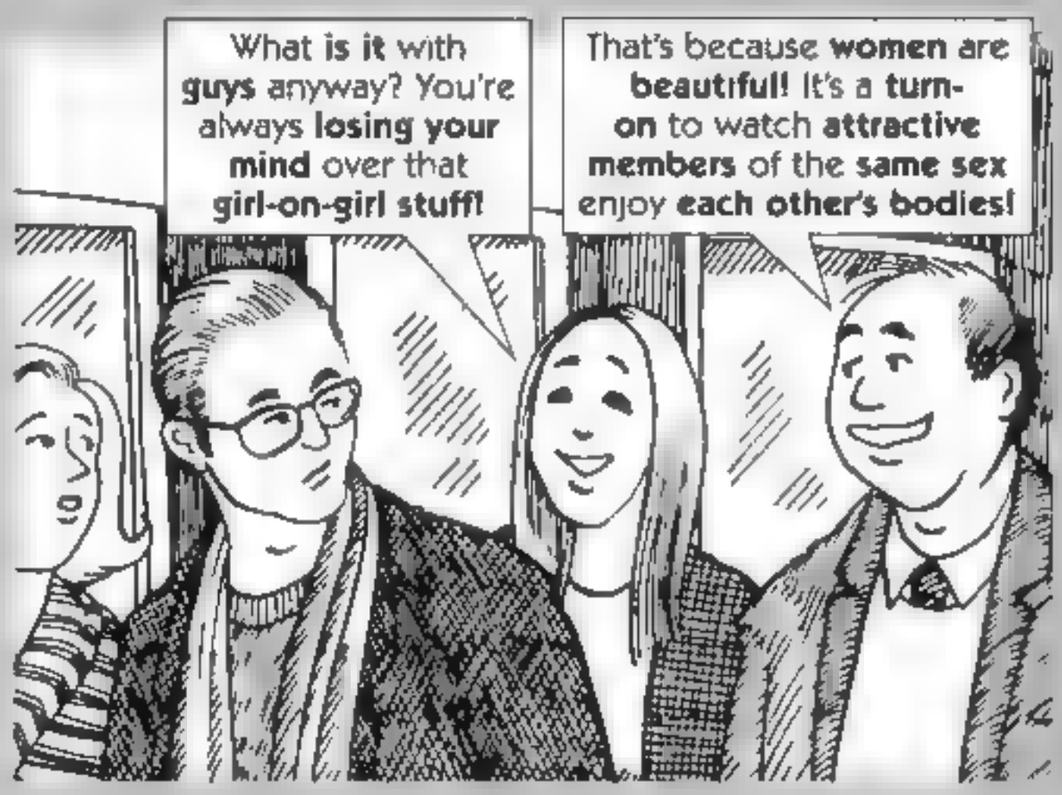
THE WAREHOUSE DISCOUNT STORE HERNIA

Warehouse Discount Stores lure consumers with quality products and unbelievable prices. But buyer beware! Since you've got to carry whatever you purchase, unbelievable savings often come with unbelievable hernias!

FOREPLAY'S THE THING DEPT.

THE MAD WORLD



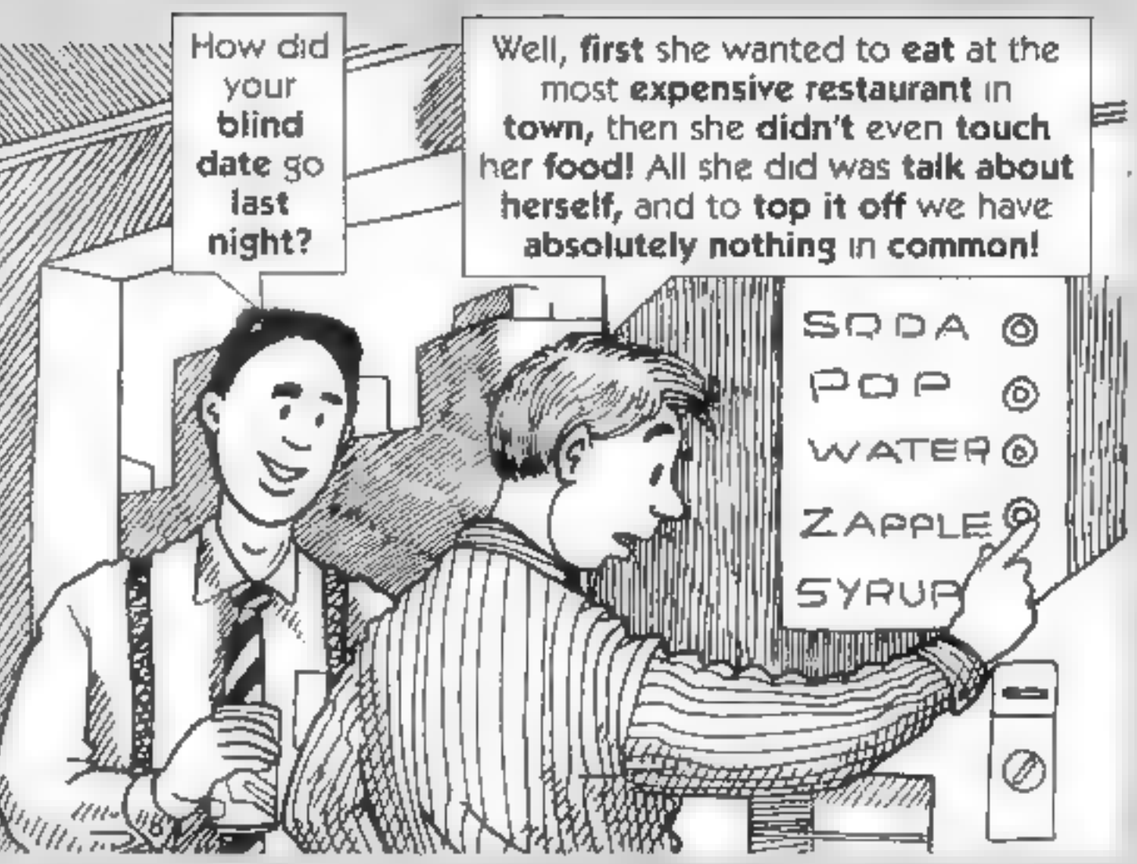

What **is it** with **guys** anyway? You're always **losing your mind** over that **girl-on-girl stuff!**
That's because **women** are **beautiful!** It's a **turn-on** to watch **attractive members** of the **same sex** enjoy **each other's bodies!**

OF... SEX

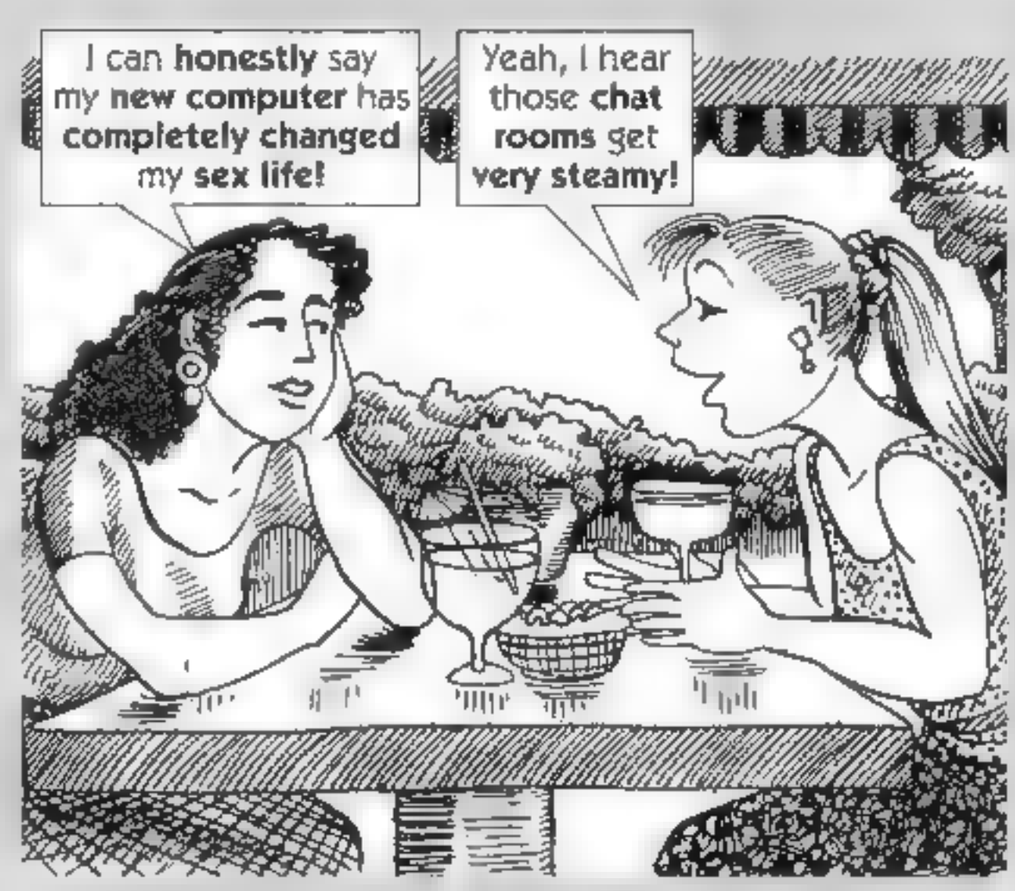
ARTIST: SHARRY FLENNIKEN WRITERS: FRANK SANTOPADRE & RICK RODGERS

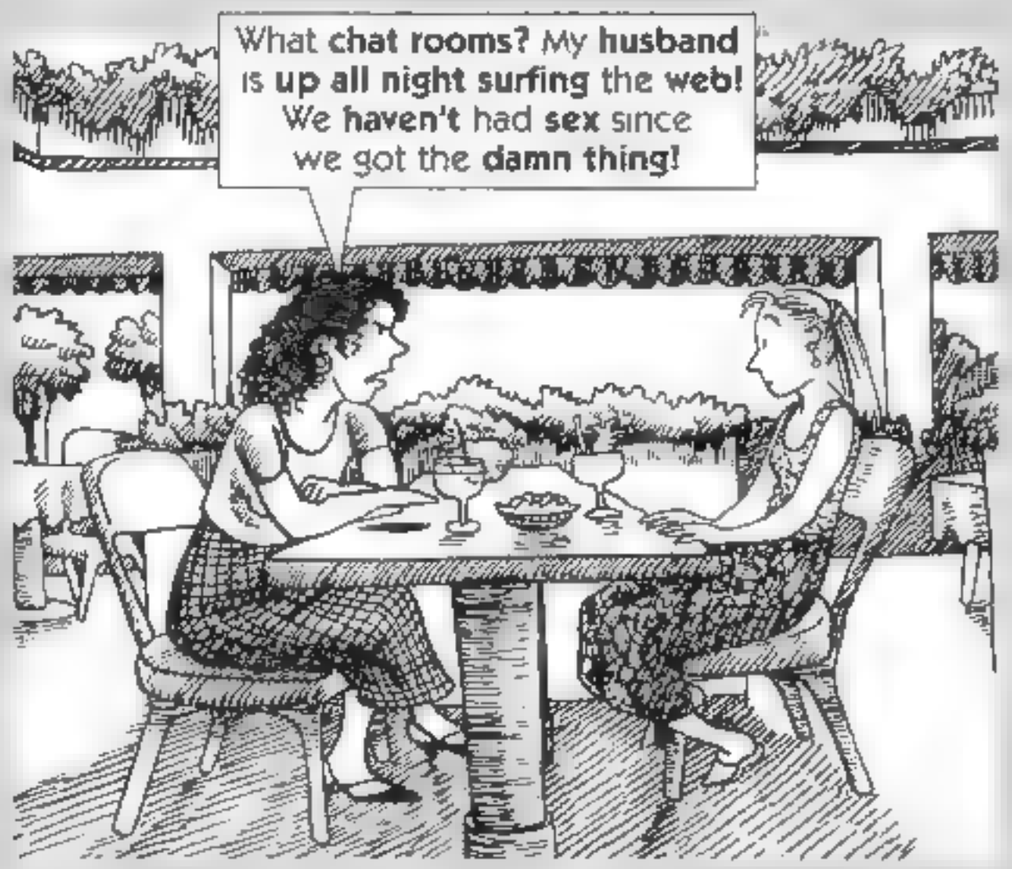
Hoo boy, I've **never** done **that before!** I **wonder** if this **means** I'm **gay?**
Well, I **am** a **man,** and **we did** just have **sex!**
Yes, but I was **thinking** about **my girlfriend** while we were **doing it!**

I am! I just **thought** it would be **nice** to have **someone** to **cuddle** with after he **rolls over** and goes to **sleep!**
WHIPS
CHAINS
TIGHT SOCKS


How did your **blind date** go **last night?**
Well, **first** she wanted to **eat** at the most **expensive restaurant** in **town,** then she **didn't** even **touch** her **food!** All she did was **talk about herself,** and to **top it off** we have **absolutely nothing** in **common!**
SODA
POP
WATER
ZAPPLE
SYRUP

What a **nightmare!** I guess you **won't** be **seeing her again!**
Are you **kidding?** Of course **I will!** She had **sex with me** on the **first date!**


I can **honestly** say my **new computer** has **completely changed** my **sex life!**
Yeah, I hear those **chat rooms** get **very steamy!**


What **chat rooms?** My **husband** is **up all night surfing** the **web!** We **haven't** had **sex** since we got the **damn thing!**

Mmm, that was **fantastic!** I'm so **glad** we **met tonight!** Want a **cigarette?**
No thanks, they're **bad** for your **health!**

You're **worried** about **your health?** Then **how come** it took me **20 minutes** to **talk you** into **using** a **condom?!**

CLICHÉ IT AIN'T SO DEPT.

Fighting off 15 terrorists with one handgun? Simple! Falling 12 stories through a plate glass skylight? Can do! Setting off hand grenades inside elevator shafts without losing your hearing? You betcha! But the makers of *Die Hard* will be rotting hard before we'll ever get to see these

TRULY UNBELIEVABLE PLOT TWISTS IN ACTION MOVIES 2

The hero is able to escape the Uzi-toting bad guys by climbing inside a metal air vent...

...Unfortunately, as he crawls along, the air vent narrows until it becomes too small to continue and he gets stuck in there and dies.

One of the villain's henchmen makes a blunder that alerts the hero to the evil plot. "Please, boss, "apologizes the henchman, "You gotta give me a second chance!"...

...Since he can use the extra help, and since it was an honest mistake, the villain agrees.

ARTIST: MORT DRUCKER

WRITER: DESMOND DEVLIN

The hero is shocked to discover that among the bad guys' hostages is his own estranged ex-wife. And although brief and stressful...

?

...their renewed contact magically reminds him of all the rottenness in their relationship that made him break off with her in the first place. Walking away from the situation, he mutters to himself, "If she dies, she dies!"

Our hero's longtime partner has just three days left on the job until he can relocate to his condo in the Caribbean. When terrorists seize a nearby office building...

...the head of the department orders him to remain at headquarters, telling him, "Hey, no sense getting hurt right before your retirement!" He agrees.

Despite being on official suspension, our hero goes against "the book" and saves the day...

BLAM! BLAM!

UNEMPLOYMENT STARTS HERE, PUNK

...However, office politics and bureaucratic red tape continue to prevent his reinstatement.

Three or four bad guys are searching the area where the hero is hidden, but he tosses an object across the room, so it will make a noise and divert their attention...

POW!! POW! BLAM!

CLANG

PLANG!

PING!

PING!

VIP!

...Too bad they see the object flying through the air first and spray the area it came from with bullets.

The only way for the hero to make an escape is by wrapping a fire hose around his waist and dropping down to the next level...

FIRE HOSE

SNAP!

YAAAAAAA

...And if only wall-mounted firehoses were built to support 200 pounds, it'd be a perfect tactic.

With the bad guys closing in, the hero is forced to commandeer the nearest armored vehicle to bust out of the deathtrap...

PING!

VA-BOOM!

CLANG

VIP!

...However, since he's never driven this sort of contraption in his life, he immediately crashes it.

BEHIND THE CREMATE BALL DEPT.

MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars is going to bite the big one!

THIS MONTH'S STIFF-IN-WAITING:

Kathie Lee Gifford

CAUSE OF DEATH	ODDS
Gunned down by rival Honduran sweatshop operators	5:1
Revenge killing by son Cody for all those stories	6:1
Slips on one of Frank's soiled Depends	8:1
Dehydration after a prolonged crying jag on Regis' shoulder	10:1
Tossed off Carnival Cruise by boatload of disgruntled passengers	17:1
Acute self-pity	20:1

ARTIST: THOMAS FLUHARTY
WRITER: MIKE SNIDER

IKEA

APPA®

CATALOGUE

SHÄRDDS
drinking glasses,
assorted
$3.00

TÖCSIK bowls,
set of four
$9.00

275 pages of shoddy merchandise to give any tastefully-decorated home the look of a rundown college dorm

IKEA

1997

TIPP
half-rocker
$119.00

LEEKS vase
$17.00

KÖLLAPPS table
$32.00

DUNG incense,
assorted scents
(pig, goat, dog, ox)
$4.00

DÜNG INCENSE
Dog
Ox
Goat

Duck

Argue

Frustrate

This is a book about a place that will change the way you live. Why do we say it like this? Because a "book" about a "place" sounds better than a "catalogue" about a "store," so you might forget how junky the stuff you're looking at is.

Lug

Infect

Search

IKRAPPA® has set out to improve the lives of the majority of people... ...who own the company!

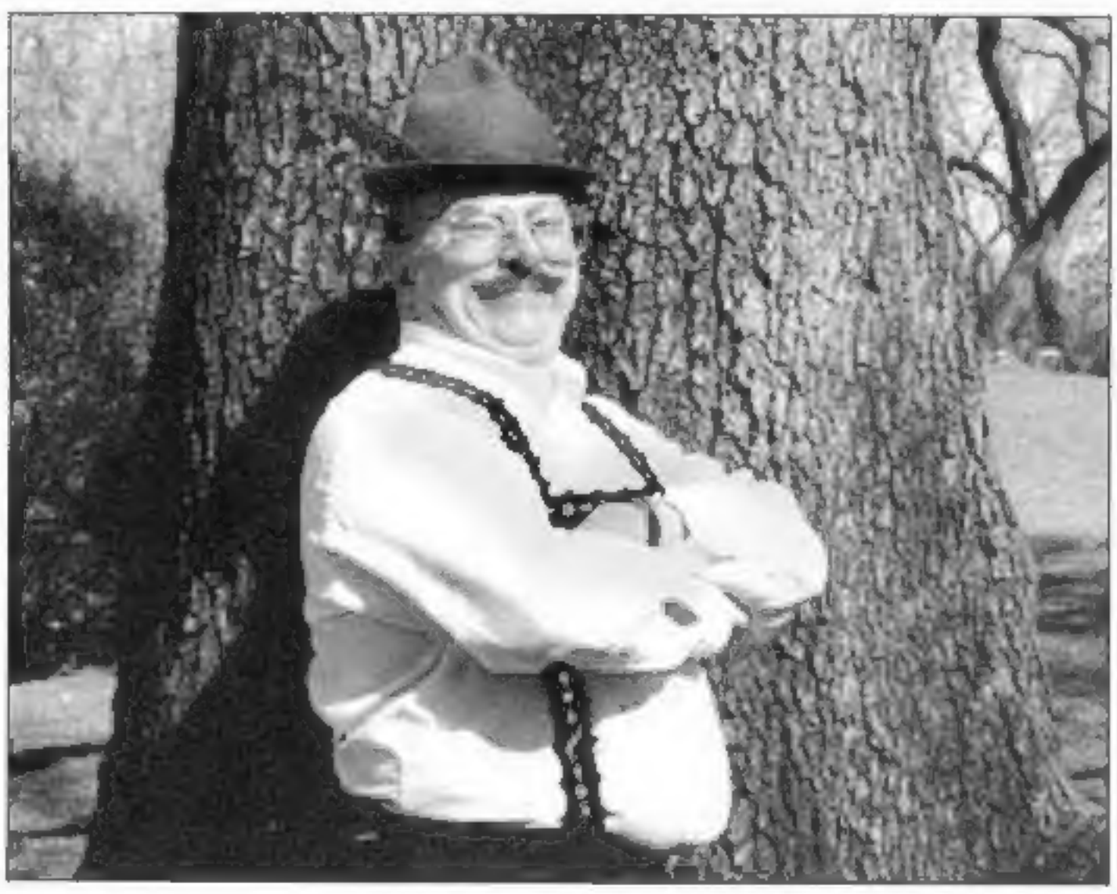
IKRAPPA® was founded in the Swedish province of Pöödlestrüdel, an area known for its classic, durable, well-designed furniture and housewares crafted from the finest materials available. As such, we had to move, because *our* overpriced, second-rate items were giving the province a bad name. Good-bye, Sweden. Hellooo, USA!

"Commitment" is Swedish for "Promise"

IKRAPPA® has grown out of a commitment to improve the everyday lives of the people who work for us. That commitment isn't just to me, but also to the numerous talentless Swedish design school drop-outs who are counting on our customers to purchase and enjoy their "functional" works of "art"... at least until the 30-day warranty expires!

Saving a buck in the name of the environment

But **IKRAPPA**® has other commitments. We're committed to the environment and recycling. Many customers tell us that our thick, 200+ page catalogue comes in handy when propping up the uneven legs on a lot of the furniture we offer. Each day we shred thousands of overprinted catalogues to mix them in with the mysterious stuffing in our comforters and pillows, bringing the toxicity level of these products down to slightly lower levels than before. And health conscious customers will be happy to know that by early next year, we'll be adding this naturally-high-in-fiber **IKRAPPA**® catalogue to the Swedish meatballs in our restaurant — a much safer alternative to the dangerously low-grade beef we're currently using.



Ümlaüt Svënson with one of the many fine American Redwoods that will be chopped down to produce an IKRAPPA catalogue just like the one you're holding!

It ain't easy being P.C.

At **IKRAPPA**®, we're committed to providing furniture and home furnishings for all people from all walks of life. That's why our commercials feature adopted children, divorced mothers and gay couples. We know that the American people will embrace us for embracing them...
and hopefully be too busy to notice that they're buying what we in Sweden call "Krapp"!

Ümlaüt Svënson

Ümlaüt Svënson
CEO, **IKRAPPA**®

IKRAPPA

You don't have to sacrifice value for quality at IKRAPPA®.

You don't have to sacrifice quality for value, either.

1. RÖNG clock, **$14**
Telling time is an exciting challenge, thanks to the exclusive four-hand design of our unique wall clock!

2. ÜNLYSINSD framed posters, assorted designs, **$12**
Velvet painters from around the world have created these handsome, mass-produced prints that just might remind you of your favorite artist.

3. DÜMSTIR boxes, assorted sizes, **$7**
Organizing is a cinch with these storage boxes gathered from Sweden's famous alleyways. They're not used — they're "broken in."

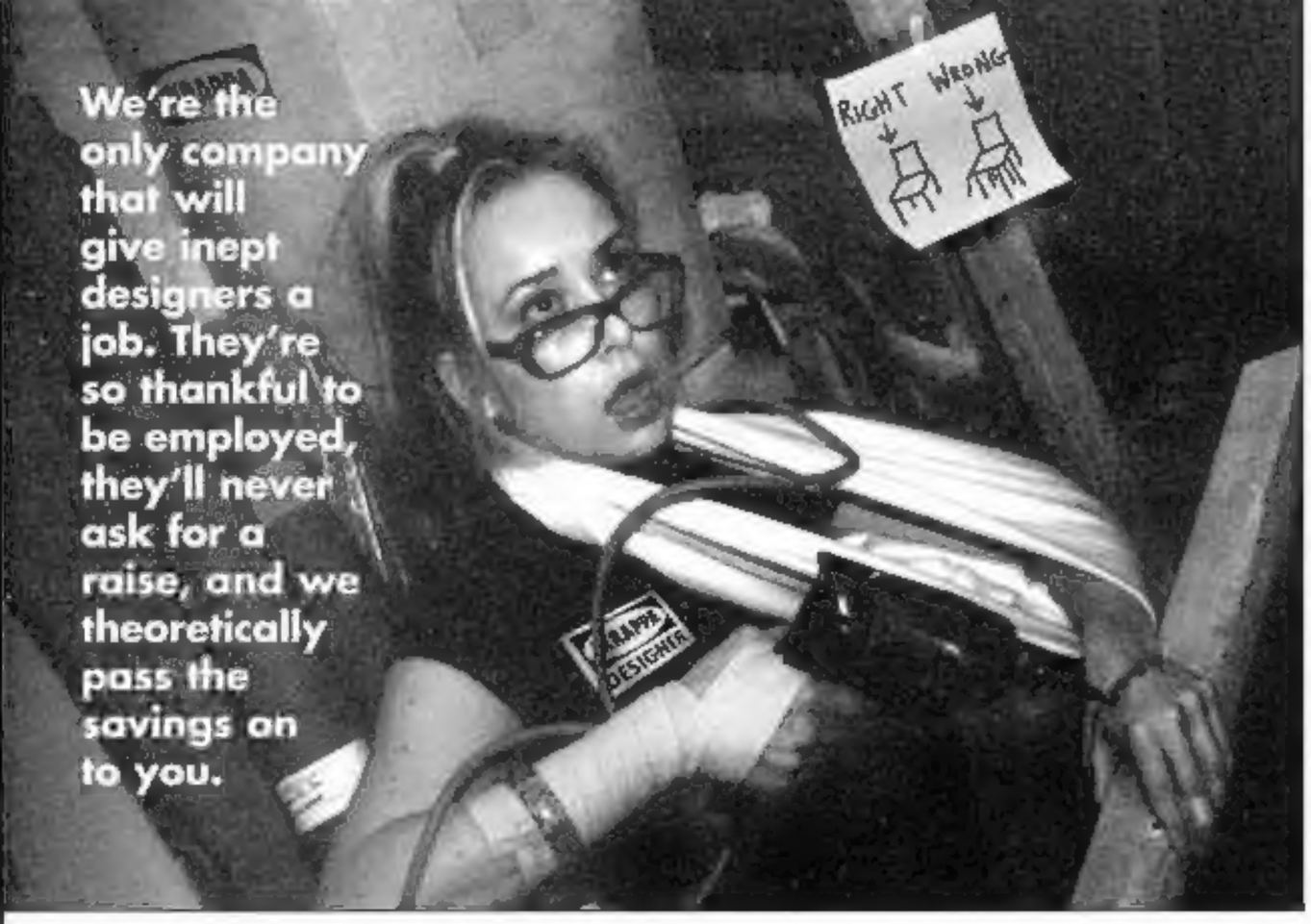
4. NESST chair, **$32**
Casual Swedish design meets imported South American wicker in these fantastic chairs. Perfect for indoor or outdoor use!

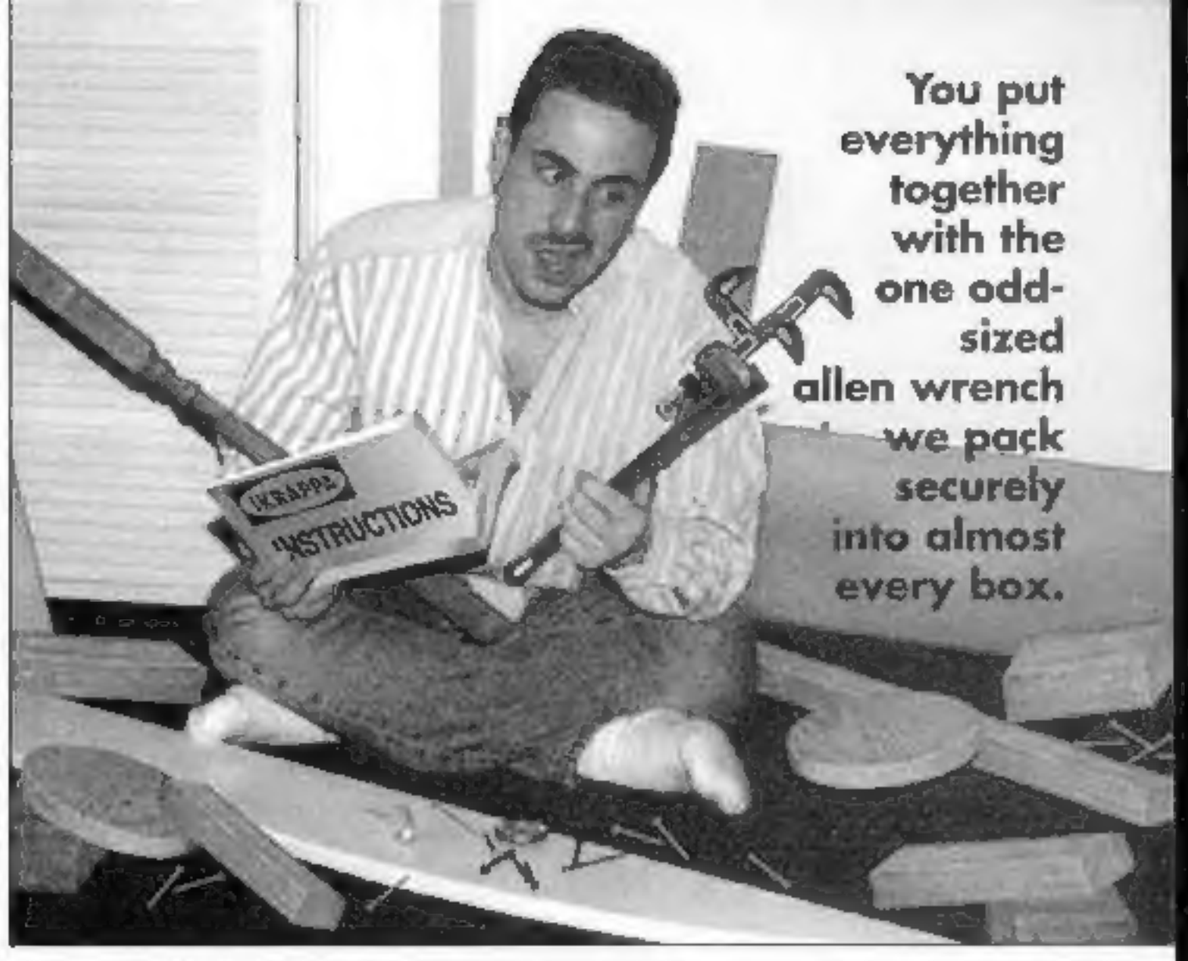
Because we've already sacrificed them both— and slaughtered elegance, durability, and style as well.

Satisfy your non-conforming tastes with something unique– designs available only at **IKRAPPA®**! We made them just for you...

...and the thousands of other people who can't afford to shop at a *real* furniture store, either.

IKRAPPA


We're the only company that will give inept designers a job. They're so thankful to be employed, they'll never ask for a raise, and we theoretically pass the savings on to you.
RIGHT
WRONG
DESIGNER



How can it be good if it doesn't cost a fortune?

Ummmm... Well... Er... Let us try to explain.

IMPOSSIBLE PRICE

Yes, the ridiculously low prices we pay for each of these exquisite hand-made rugs makes it virtually IMPOSSIBLE for our Third World country artisans to survive! But don't let it bother you! You'll never see 'em!

1. STÜCK chest of drawers $98.00
2. FYRHÄZIRD lamp with tissue paper shade $32.00
3. WÄRPT architecture desk $79.00
4. SLÄYVLÄBUR rug $39.00

IKRAPPA

At **IKRAPPA®**, we stand behind our products.

It's a lot safer than sitting on them or standing in front of them.

Gift Certificates

Gift Certificates from **IKRAPPA®** make a wonderful present for those who prefer to make their own decisions regarding bad taste in home furnishing. Choose from virtually useless $5, $10 and $20 denominations, or the more popular $50 or $100 denominations, guaranteed to bring a look of, "Couldn't you have just given me the cash instead?" to the face of any recipient!

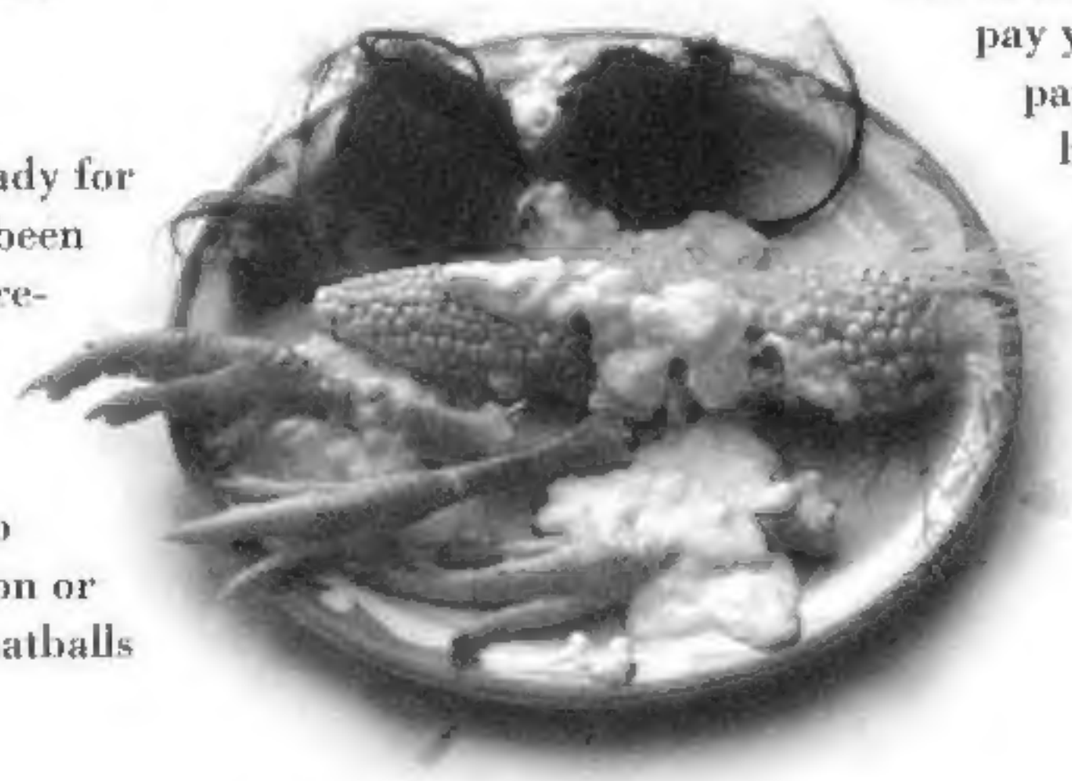
Credit Cards

We accept virtually all forms of payment, but we prefer that you pay by the **IKRAPPA®** Card – our high interest rates will guarantee that you'll be paying it off and we'll still be making money on that entertainment center long after it's collapsed and been dragged out piece-by-particle-board-piece and thrown in a heap in the alley behind your house. Plus, when you pay with the **IKRAPPA®** card, we don't have to spend time and money getting involved in those unpleasant "Disputed Charges" problems the big credit card companies come to us with after you break your hip thanks to one of our recliners and refuse to pay your bill. If you don't pay your **IKRAPPA®** bill, we'll send Big Lars over and have him break your other hip*!

* Be sure to check out our GIMP Mahogany Walker on page 212!

Food Court

Drop by our restaurant and get ready for the best Swedish food you've ever been served in a furniture store chain prepared by minimum wage-paid immigrants new to America from countries about as far away from Sweden as you can get, and with no prior experience in food preparation or personal hygiene. Undercooked meatballs never tasted so good!



QUALITY ASSURANCE

IKRAPPA® products carry an unconditional warranty. Additionally, many of our products featuring fabric also carry parasites and other vermin. We strive to sell quality products that work well, but in the meantime, we hope you'll be satisfied with what we've got. So, if you find a defect in an IKRAPPA® product or it doesn't work right, you're probably using it wrong. Remember: not all the legs on your IKRAPPA® furniture need be on the floor at the same time for it to function efficiently.

RETURN POLICY

Change your mind? Well, wait awhile (at least 30 days is suggested) and maybe you'll change it again. However, if you're still not happy with what you bought, disassemble it (gee, too bad you threw out that little allen wrench), put it in its original wrapping (hope you didn't tear any of the cardboard it came in!) and return it, along with our Refund Request Form (available by return mail from Sweden — be sure to note on your request which Nordic language you prefer), to IKRAPPA®. Bring it in between the hours of 11:30 a.m. to noon on the fourth Tuesday of the month, and we'll be happy to exchange it for you. Got all that?

IKRAPPA